



Playing Pitch Strategy 2011 - 2016

Borough of Redditch
Core Strategy
Background Document

16 January 2012

0112 BA0872

REDDITCH BOROUGH COUNCIL

*making
a
difference*

www.redditchbc.gov.uk

URS

Scott
Wilson



strategic leisure

Playing Pitch Strategy 2011 - 2016

Redditch Borough Council

Prepared by Strategic Leisure / URS / Scott Wilson Ltd

Table of Contents

1	INTRODUCTION AND BACKGROUND	1
2	REDDITCH – STUDY CONTEXT	4
3	METHODOLOGY	19
4	SUMMARY OF THE RESEARCH COMPLETED	21
5	AUDIT OVERVIEW	25
6	ASSESSMENT AND ANALYSIS SUMMARY – MAIN PITCH SPORTS	33
7	ASSESSMENT AND ANALYSIS SUMMARY – MINOR SPORTS	63
8	KEY ISSUES, CONCLUSIONS AND RECOMMENDATIONS	79

Table of Appendices

- 1. PARTICIPATION/MARKET SEGMENTATION DATA**
- 2. PITCH SUPPLY DATA**
- 3. CONSULTATION NOTES**
- 4. PLAYING PITCH MODEL (PPM)**
- 5. DEMAND DATA**
- 6. QUALITY VALUE MATRIX**

Maps

- 1 ALL SITES BY TYPOLOGY**
- 2 ALL SITES BY COMMUNITY/NON COMMUNITY USE**
- 3 ALL FOOTBALL SITES (SHOWING PITCH TYPE)**
- 4 ALL SITES BY AVERAGE PITCH QUALITY**
- 5 ALL SITES BY ANCILLARY FACILITY QUALITY**
- 6 FOOTBALL PITCH QUALITY**
- 7 CRICKET PITCH QUALITY**
- 8 RUGBY PITCH QUALITY**
- 9 ARTIFICIAL GRASS PITCH QUALITY**
- 10 MULTI USE GAMES AREA QUALITY**
- 11 BOWLING GREEN QUALITY**
- 12 TENNIS COURT QUALITY**

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white vertical pole stands. The background beyond the field is blurred, showing trees and a clear sky.

Section 1

Introduction and Background

1 Introduction and Background

The Project

- 1.1 Strategic Leisure (SL), part of the URS/Scott Wilson Group, was commissioned by Redditch Borough Council (RBC) in July 2010 to develop a Playing Pitch Study (PPS) for the authority area. The strategy is based on an eight stage assessment (following the process detailed in *Towards a Level Playing Field* – the Sport England and Central Council for Physical Recreation (CCPR) guidance on developing local playing pitch strategies to evaluate the supply and demand for football, cricket, rugby union and hockey.
- 1.2 The PPS has been prepared by SL following the development of an Open Space Needs Assessment, undertaken by the Council in 2009. Further consideration in terms of strategies and policies relevant to playing pitch and outdoor sports provision, has also been given. These include a draft Sports Facilities Framework for the Herefordshire and Worcestershire County Sports Partnership in 2009, data on provision in neighbouring authorities and emerging details on likely strategic housing growth in the borough.
- 1.3 The PPS reflects the conclusions and recommendations of these strategies where appropriate, and links the strategic direction for future provision of playing pitches with built facilities. However, more significant is the value of the new and up to date evidence gathered in the production of this report for informing the future development of the Council's Core Strategy, Parks and Open Space Strategy, and Sports Strategy.
- 1.4 This report is supported by a set of appendices, which contain the detailed modelling assumptions behind the analysis, together with the overall research methodology. This report is intended to provide an overview of the findings of the assessments completed, the key priorities and emerging recommendations (i.e. the future strategy). It deliberately focuses more on the results of the assessment and recommendations and priorities, rather than the research process and methods.

Strategy Aim, Objectives and Scope

- 1.5 The Redditch Playing Pitch strategy aims to provide a strategic approach to future playing pitch provision; it will provide direction and set priorities for sports for both the Council and its local partners.
- 1.6 While the report was commissioned, and is owned by, Redditch Council, there is recognition that a number of the playing pitches within the report are owned and maintained by a range of other public, private and voluntary providers. The strategy aims to support each of these and encourage partnership working in order to provide appropriate high quality playing pitch provision for local communities.
- 1.7 In light of the above, the aim of the study as set out by the Council was to produce:

“A five-year playing pitch strategy for the Redditch Borough Council area which includes the development of policy options, an action plan and the establishment of local standards. Part of this is to ensure the integration of the developed strategy within the Council's sports strategy, which is currently being prepared.”

- 1.8 A core objective is to produce a PPS which will provide robust justification for future provision of high quality and accessible facilities within the authority area, in addition to providing policy options and clearly identifying local standards.

- 1.9 The strategy provides baseline data on the current quantity and quality of all the playing pitches in Redditch and identifies gaps in provision – both quantitative and qualitative. The strategy includes an action plan, agreed with partners, to improve provision for local communities and how this might be achieved.
- 1.10 In meeting this aim, the principle objectives of this study were to:
- **Produce a strategy based on an assessment using the eight stage Sport England Playing Pitch Model (Towards a Level Playing Field)**
 - **Produce a full audit of all playing pitches in the local authority area, including those not available for community use**
 - **Complete non-technical quality assessments on all sites (as agreed with the client). These included community and non-community use sites to provide an indicative overview of quality, quantity and accessibility**
 - **Utilise a range of consultation methods with internal and external key stakeholders, clubs, and National Governing Bodies i.e. on-line surveys, email, telephone and face-to-face consultation to facilitate supply and demand analysis**
 - **Analysis of the data using the prescribed Playing Pitch Model, including model scenarios for current year and in the future**
 - **Develop a range of policy options resulting from the modelling results and use qualitative data to interpret these.**
 - **Develop clear recommendations for current and future playing pitch provision – levels, location, quality etc**
 - **Develop local provision standards reflecting both qualitative and quantitative issues.**
 - **Recommend a prioritised action plan for the next five to 10 years which is realistic, cost effective and deliverable**
- 1.11 As well as proving the need for developer contributions towards pitches and facilities, the playing pitch strategy will provide evidence of need which may help towards applications for a range of capital grants e.g. Sport England Lottery Fund, Heritage Lottery Fund (for park improvements), Football Foundation etc.

Study Scope

- 1.12 The study encompasses an assessment of all formal outdoor playing pitch facilities (**football, cricket, rugby and hockey**). However, additionally, in accordance with the Council's brief, we have considered **tennis, bowls, netball and golf**. It includes facilities provided via the public, private, education and voluntary sectors and presents an assessment of need based on quantity, quality and accessibility.
- 1.13 The study also takes into account the impact of projected population growth in Redditch. Although these projected increases cannot always be accurately calculated, it is still essential to consider this potential influence on the future need for playing pitches within the Redditch area.
- 1.14 The playing pitch and outdoor sports strategy is important in guiding the development of leisure services and providing an integrated strategic approach to facility provision across all sectors i.e. public, commercial, education and voluntary.

1.15 In line with the above, the Redditch PPS:

- **Provides a comprehensive inventory of outdoor sports facilities, taking into account any planned/proposed facility developments, where known, and the difference that any key developments could make to the area**
- **Quantifies the current and future balance between supply and demand of outdoor sports facilities and pitches, taking into account potential population increases/decreases, predicted participation increases in line with the specific targets developed for pitch sports by relevant National Governing Bodies (NGBs), and changes in demographic profiles (and the subsequent impact these may have on future demand levels)**
- **Identifies key issues (qualitative and quantitative) with existing playing pitches and outdoor sports facilities and any apparent gaps in provision, and provides firm recommendations to address any such issues i.e. re-provision of pitches for different uses and priority pitch improvements etc**

Section 2

Redditch - Study Context



2 Redditch – Study Context

Introduction

- 2.1 This section comprises a summary of the key context to the Playing Pitch Strategy. It includes a summary and review of relevant socio-economic data, as well as consideration of information on the propensity to participate in a range of sport/leisure activities.

Background

- 2.2 Redditch Borough Council is a major provider of sports pitches. This provision is complemented by facilities in the education sector (another significant provider of pitches) and the private sector.
- 2.3 The Borough Council is keen to gain a more detailed understanding of the supply and demand for playing pitches in order to inform the development of a robust, strategic framework for the future facility provision, enhancement and management.
- 2.4 The Playing Pitch Strategy should inform the production of both the Borough Council's emerging Core Strategy and Leisure Services Strategy. Therefore, account must be taken of the wider policy context for sports and recreation in the Borough.
- 2.5 The Borough of Redditch population is expected to grow over the next plan period, which will result in increased pressures for the development of land in and around open spaces, inclusive of playing pitches. Within Redditch Borough, there are a number of significant developments (identified in the emerging Core Strategy as Strategic Sites) proposed.
- 2.6 In addition to this a number of playing fields have been considered as part of the development of the Strategic Housing Land Availability Assessment (SHLAA). Therefore, these potential developments need accounting for as part of the development of the PPS.
- 2.7 Redditch Borough is within the County of Worcestershire and borders Warwickshire County to the east and southeast. It is surrounded by Bromsgrove District to the west and north, Stratford District to the east and southeast and Wychavon District to the southwest.
- 2.8 The Borough is situated at the outer edge of the Green Belt boundary for the West Midlands. The Borough lies 15 miles south of the Birmingham conurbation and Birmingham airport is approximately 25 minutes drive time away. The Borough consists of the main town of Redditch, the villages of Astwood Bank and Feckenham and several other hamlets. It covers an area of 5,435 hectares (13,430 acres with a population of 78,813 (2001 census).
- 2.9 The Borough is split into the urban area of Redditch in the north, accounting for 50% of the area and 93% of the population; and the rural area to the south with 7% of the population. The rural area consists predominantly of Green Belt land, but also open countryside, as well as the villages of Astwood Bank and Feckenham.
- 2.10 Redditch was formerly a market town until 1964 when it was designated as a New Town; a status it maintained up until 1985. During this period the Redditch Development Corporation was responsible for the growth of Redditch, predominantly to the east of the town.

Population

- 2.11 Redditch Borough is currently estimated to have a population of approximately 78,709 (Office for National Statistics 2009 mid-year population estimates).

- 2.12 Compared to national and regional averages, Redditch has a marginally smaller proportion of older people within the population than the national average (estimated 17%). Approximately 16% of residents are of pensionable age (65 years). However, projections suggest that this number is likely to increase significantly in coming years. If this aging projection is accurate, services/facilities will increasingly need to take account of these demographic changes when planning, delivering and financing future priorities. This trend will have implications in terms of the demand for specific types of outdoor sports facilities – for example a decline in demand for pitch space for ‘contact sports’ – this is why the demand models used are based in certain cases on an ‘active population’ of 16-55 year olds.
- 2.13 7.3% of people are from Black and Minority Ethnic (BME) communities, the highest proportion of any Worcestershire district compared to 4.5% for Worcestershire and 13% nationally (2001 Census). This has implications in terms of overall participation rates (which are typically lower than white groups) and the kinds of activity which are popular.

Economic Activity and Education

- 2.14 For the period June 2006 - June 2007 4.4% of Redditch Borough's economically active population was unemployed. This is higher than Worcestershire at 3.6% but lower than the average of 5.2% across Great Britain (source: Nomis Official Labour Market Statistics). All wards in the Borough saw a reduction in the number of unemployed people during 2007.
- 2.15 The most buoyant employment sector in Redditch is manufacturing. There are a lower percentage of managers/senior officials, professional or associate professional and technician workers in the Borough compared to Worcestershire and Great Britain, but more than in the West Midlands.
- 2.16 Redditch has a three tiered schooling system that sees pupils progress from first, to middle to high school. Over 30 schools in Redditch conform to this system with approximately 12,000 pupils. Around 25% of the Borough's population is under the age of 19.
- 2.17 Young people in Redditch are more likely to be in post-16 education than their peers nationally. Around 48% of students attending schools in Redditch reach the government benchmark of 5 A* - C grades at GCSE in 2005, compared to 56% at the national average.
- 2.18 The population is relatively young, with fewer single pensioner households than the rest of Worcestershire, however there is a higher percentage of one-person households (14.7% compared with 12.9% across the county). The growth in single person households is likely to continue and has implications in terms of services and housing needs.

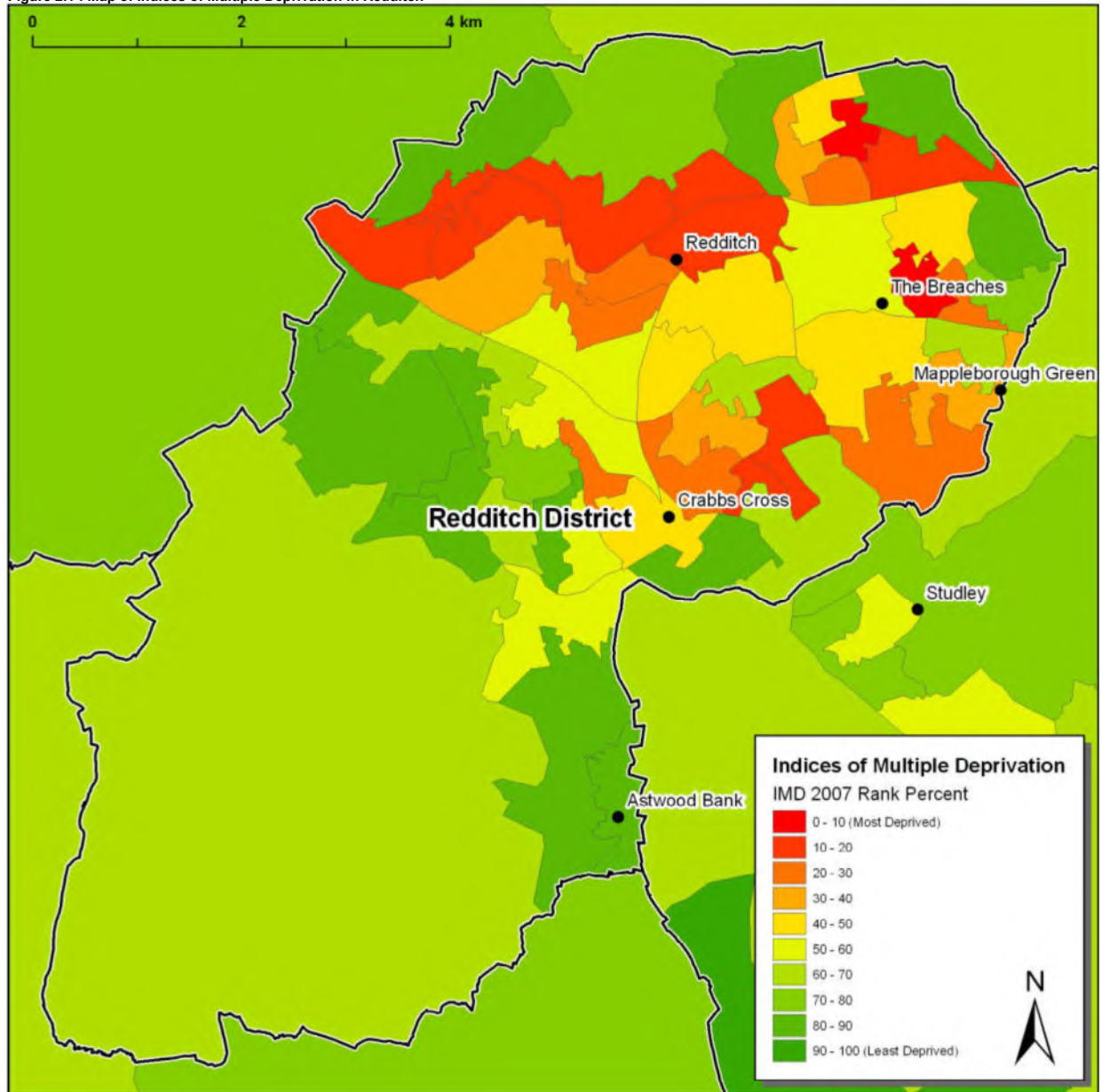
Quality of Life, Health and Deprivation

- 2.19 The Health Profile for Redditch 2009 (www.healthprofiles.info) highlights a number of key issues. Men from the least deprived areas can expect to live 8 years longer than those in the more deprived areas, whilst women living in the least deprived areas can expect to live six and a half years longer than women living in the most deprived areas.
- 2.20 Priorities for Redditch are to reduce infant deaths, to reduce obesity in adults and children and to further reduce smoking and smoking related deaths.
- 2.21 The estimated percentage of adults who are obese is greater than England average but the percentage of children who are obese is similar. Physical activity in children is better than the England average.
- 2.22 The profile sets out a number of key indicators where Redditch performs significantly worse than the England average, as follows:
- **Obese adults**
 - **Over 65s not in good health**

- **Hospital stays for alcohol related harm**
- **Female life expectancy**
- **Infant deaths**

- 2.23 According to the 2001 census, 15.8% of people have a limiting long term illness, lower than both the national and county values and possibly linked with the smaller proportion of older people in the borough.
- 2.24 At 70.6% the level of home ownership, either owned outright or with a mortgage, is lower than the county level but still just above the 68.1% nationally. 23% rent from social housing organisations, well above the county level of 15.3% and above the national level of 19.3% (2001 Census).
- 2.25 Redditch has three areas which feature in the top ten percent most deprived nationally (IMD 2007). A map of Multiple Deprivation Indices is shown below, as Figure 2.1, split into super output areas.

Figure 2.1 : Map of Indices of Multiple Deprivation in Redditch



2.26 The map shows that there are number of areas across Redditch – particularly to the northern part of the borough where the population density is highest – where there are pockets of deprivation. The band of more deprived neighbourhoods are found in Batchley and Brockhill, Abbey, Greenlands and Church Hill wards. Consideration of the location of sport and leisure facilities in relation to these deprived areas will be illustrated in subsequent sections.

2.27 For reference, a map of the wards is shown below as Figure 2.2.

Figure 2.2 : Map of Redditch wards



1. **Abbey Ward**
2. **Batchley & Brockhill Ward**
3. **Central Ward**
4. **Church Hill Ward**
5. **Crabbs Cross Ward**
6. **Astwood Bank and Feckenham Ward**
7. **Greenlands Ward**
8. **Lodge Park Ward**
9. **Matchborough Ward**
10. **West Ward**
11. **Winyates Ward**
12. **Headless Cross and Oakenshaw Ward**

Population Trends

- 2.28 A summary table of the population of the authority by broad age group and year on year, is shown below as Table 2.1.

Table 2.1 : Population breakdown by ward

		2002	2003	2004	2005	2006	2007	2008	2009
0-17	19.1	18.8	18.6	18.4	18.2	18	17.9	17.8	17.6
18-64	50.1	50	50.1	50	50.1	50.3	50.3	50.3	50
65+	9.6	9.9	10	10.1	10.1	10.2	10.5	10.7	11.1
Total	78.8	78.7	78.7	78.5	78.5	78.6	78.6	78.8	78.7

Source: Worcestershire County Council/ONS

- 2.29 As the table shows, the overall population since the 2001 census has remained relatively stable, although the 65 year plus age group is projected to have increased, with a regular decline in the 0-17 years' group, showing the signs of an aging population.
- 2.30 The number of children in Redditch has fallen by 1,500 since 2001, representing an 8% decrease. In contrast, the number of people aged 65-plus has increased by 1,500 (over 15%). The number of people aged 18-64 has remained roughly static. The future projections are for the population to age, but remain generally static in terms of overall population.

Local Strategies and Policies

2.31 To inform the strategic rationale for the strategy, a comprehensive desktop review of all key relevant documents has been undertaken. A summary of the key points relating to the provision of outdoor space, pitches and sports facilities is shown below as Table 2.2.

Table 2.2 : Strategic context summary

Document	Key Findings/Issues
<p>Redditch Community Strategy</p>	<p>The Community Strategy reflects the vision for the Borough, as set out by the Redditch Partnership: “Our vision is for Redditch to be successful and vibrant, with sustainable communities built on partnership and shared responsibility. We want people to be proud that they live or work in Redditch”.</p> <p>The Community Strategy objectives of relevance to this study include:</p> <ul style="list-style-type: none"> • Healthy Communities – improving access to healthcare and social services, and encouraging people to take greater personal responsibility by making it easier to adopt healthy lifestyles and prevent ill health • Safer Communities – working to create a safer environment, reducing crime and disorder • Better Environment – the environment should be clean, green, access and community friendly where people value the built and natural environment • Culture and Recreation – encouraging greater use of facilities and greatly increase the range of activities on offer (the Abbey Stadium redevelopment is highlighted)
<p>Revised Preferred Draft Core Strategy (January 2011)</p>	<p>The Draft Core Strategy sets out a number of key Strategic Objectives to reflect the Spatial Vision, informed by consultation with the public. Of relevance to this study, these objectives include:</p> <ul style="list-style-type: none"> • To protect, promote and where possible enhance the quality of the Borough’s landscape and other distinctive features

Document	Key Findings/Issues
	<ul style="list-style-type: none"> • To enhance the visitor economy and Redditch’s cultural and leisure opportunities including Abbey Stadium • Ensuring there is a range of health facilities that support existing and new communities and to promote the role of healthy living through good planning <p>In terms of spatial policy, the document sets out a settlement hierarchy which categorises the borough settlements as ‘main’, ‘sustainable’ or ‘local’. Redditch town is designated as the main settlement, with Astwood Bank and Feckenham designated sustainable and local.</p> <p>In terms of planning and spatial policy, a number of strategic sites are identified. It is noted that the strategic sites should be developed with open space in line with this Playing Pitch Strategy. It should be noted that the Woodrow Strategic Site is understood to include development on land formerly used as playing fields.</p> <p>Abbey Stadium is identified as a Strategic Site which will have a focus on new and enhanced leisure provision. It is subject to Policy 25 which states that some developments including D2 (commercial leisure), hotels (C1) and retail (A1).</p> <p>The strategy highlights a need to upgrade the existing built leisure provision, but notes a good supply of designated open space, including pitches, school playing fields, community open space.</p> <p>Referring to the Borough Sports Strategy, and the identified deficiency in sport, recreation and leisure facilities, it is noted that problems securing and maintaining funding might require seeking a partnership arrangement with the private sector:</p> <p><i>“The aim of the policy is to achieve a development which integrates a number of compatible land uses within a commercially viable scheme, and which would provide a new dimension to the range of sports, recreation, leisure and tourism related activities available within Redditch.”</i></p>

Document	Key Findings/Issues
	<p>Improving Health and Wellbeing</p> <p><i>Leisure & Tourism</i></p> <p>The Issues and Options paper asked questions specifically related to the provision of leisure and tourism opportunities in the Borough. The policy relating to tourism and leisure proposals (H1) states that they will be supported 'where they support sustainable tourism or leisure developments...and enhance community facilities.' The proposal should also be 'located in places that are sustainable and accessible by a choice of transport modes.'</p> <p><i>Open Space</i></p> <p>The Issues and Options paper queried whether the level of open space should be maintained given development pressure. The feedback was for the protection of open space wherever possible. The Sustainability Appraisal determined that some land on the periphery of open space/parkland could be used for development.</p> <p>The policy presupposes that open space should be protected and enhanced, with further reference to the Open Space Provision SPD.</p>
<p>Redditch Local Plan No.3 (adopted 2006)</p>	<p>The Local Plan consists of a Core Strategy, a Written Statement and a Proposals Map. The policies and proposals contained in Local Plan No.3 are intended to replace and update those in the Local Plan No.2. Key changes in relation to this study include:</p> <ul style="list-style-type: none"> • Implementation of the vision and objectives of the Community Strategy, that relate to the use of land or buildings • An increased emphasis on the importance of high quality design, reflecting local distinctiveness • Closer integration of transport and land use policies with a particular emphasis on support for measures to promote alternative means of travel to the private car • The identification of the Abbey Stadium site for a major sports/leisure and entertainment facility

Redditch Borough Council
 Playing Pitch Strategy 2011-2016

Document	Key Findings/Issues
	<p>The Local Plan objectives relating to culture and recreation are to 'protect, provide and enhance areas of open space' and 'increase the range and quality of leisure and recreational activities on offer'. The spaces which are flagged for particular consideration are Arrow Valley and Morton Stanley Parks.</p> <p>Policy R.5 'Playing Pitch Provision': "The Borough Council will endeavour to achieve and maintain 1.21 hectares per 405 dwellings (equivalent to 1000 dwellings at 2.47 persons per household) standard of playing pitch provision in accordance with Worcestershire Playing Pitch Strategy.</p> <p>All new developments of 5 dwellings or more will be expected to provide playing pitches to the standards".</p>
<p>Public Open Spaces Standards (2009)</p>	<p>The report examines the background and reason for the establishment of higher levels of open space provision within the Borough of Redditch.</p> <p>The document assesses the historical adoption of the NPFA (Fields in Trust) standard, and the rationale for Redditch exceeding this, and other national standards, in terms of open space provision.</p> <p>It concludes that the provision and creation of open space was considered to be a highly important aspect of the development of the New Town and that ethos has been continued by RBC.</p> <p>The report states: 'The overall Borough standard of informal unrestricted open space in June 2005 of 8.7 ha/1,000 population and 2.73 ha of Formal Open Space per 1,000 population is very healthy. In October 2008, the Borough had an even healthier informal unrestricted open space standard of 9.08ha/1000 population.</p> <p>Despite the standards (as hectares/1,000 population) being considerably higher than neighbours, comparable authorities and NPFA benchmarks, the conclusion is that this level is justified and should be maintained in future developments.</p>
<p>Neighbouring Authorities</p>	<p>A review of documents relating to the immediate neighbours (Bromsgrove DC and Stratford-on-Avon DC) has been undertaken to identify any key issues relating to pitch provision.</p>

Document	Key Findings/Issues
	<p>Bromsgrove PPG17 (2007) key issues include:</p> <ul style="list-style-type: none"> • General dissatisfaction from consultation regarding quantity of pitches • An oversupply of adult football and adult rugby pitches • An undersupply of junior football, mini football, cricket and junior rugby pitches • TGRs in senior male football, junior female, mini soccer, cricket and rugby union are higher than national averages, suggesting fewer individuals are needed to create enough demand for a team • The two areas next to Redditch have the lowest two overall levels of pitch provision, although the quality of provision in both areas is good – with Bromsgrove RFC, Woodrush RFC and Alvechurch FC • There is pressure particularly in terms of rugby, although Woodrush RFC is understood to be constructing new pitches (from purchasing additional land, which has increased pressure on changing provision etc) <p>Stratford-Upon-Avon Playing Pitch Strategy (2011) key issues include:</p> <ul style="list-style-type: none"> • A total of 87 adult football pitches across the District, with a particularly high number of senior pitches in Studley & Henley, with supply equal to current demand, but an undersupply of junior pitches • There is a shortfall in cricket supply/demand on a localised level in Alcester & Bidford and in Wellesbourne & Kineton – Studley & Henley shows adequate supply to meet demand • A shortfall of junior and senior rugby pitches in Studley & Henley at peak times • Many of the hockey pitches audited were grass – only 2 AGPs were audited, with displacement of clubs reported

Document	Key Findings/Issues
<p>NGB Strategies/Local Data</p>	<p>A review of key local strategies produced by National Governing Bodies has been undertaken, with the following key issues identified.</p> <p>FA Local Area Data</p> <p>The LAD for 2009/2010 shows a total of 183 teams from 45 clubs. Of these teams, 29 (16%) of these are adult teams; 49 (27%) are youth teams; 21 (12%) are mini soccer teams and 84 (46%) are small sided.</p> <p>Only 29 of the 70 youth and mini teams (41%) play in a club which has achieved a Charter Standard Award. This compares with a national average of 64%.</p> <p>There was a decrease of 8 adult teams and 2 mini soccer teams, but increase of 4 youth teams and 20 small-sided teams.</p> <p>The club to team ratio is 1:2.2 (i.e. each club runs 2.2 teams on average). This is in line with the regional average, but lower than the national average of 1:2.7.</p> <p>Priorities brought forward from 2008/9 LAD included</p> <ul style="list-style-type: none"> • Addressing youth male teams due to losing 2 teams in the previous season • Focussing on mini soccer due to losing 10 teams in the previous season, losing 2.4% participation in mini soccer and participation being lower than the regional and national average • Address the loss of 19 adult small-sided teams and the loss of 1.5% participation • Increase the number of Charter Standard Youth teams <p>It should be noted that the 2008/9 data also showed declines in teams overall.</p>

Document	Key Findings/Issues
	<p>North Midlands RFU County Facility Play 2008-2011</p> <p>The North Midlands Rugby Football Union (NMRFU) Annual Action Plan outlines the following key aims for the area:</p> <ul style="list-style-type: none"> • Increase the number of all participants playing the game by a minimum of 2% per annum over the plan period • Increase the number of adult coaches and referees by 5% • Establish a clear planning cycle for the development of the Community game • 50% of clubs to achieve Club Accreditation by the end of the plan period • Evolve from a regulatory Body to a service, support and Delivery Body during the period of the plan <p>Worcestershire County Cricket Board Facilities Strategy</p> <p>The strategy notes the importance of high quality turf playing surfaces. It notes some very good surfaces within the Focus Club network situated generally at Worcestershire-based Birmingham & District Premier Cricket League clubs.</p> <p>The strategy notes a distinct lack of fine turf facilities to cope with the ever increasing demand for recreational cricket at all levels. More cricket than ever before is now being played. There are a total of 68 clubs playing in the Worcestershire Senior County League structure (including many more 3rd, 4th and 5th teams as a result of junior development programmes over the recent past).</p> <p>There are two Focus Clubs in the Redditch borough – Astwood Bank CC and Redditch CC.</p> <p>A prioritisation list is set out for natural grass pitches which notes the need for Astwood Bank CC 2nd Ground to be invested in. Additionally, Astwood Bank CC and Redditch CC are highlighted as requiring an artificial pitch on their main square. Redditch CC is at the top of the list for equipment in terms of roll on covers.</p>

Sport and Participation Context

- 2.32 In order to better understand any wider issues in terms of sport and leisure trends within Redditch, we have undertaken a headline analysis of data provided by Sport England, primarily through the Active People survey data.

Active People

- 2.33 A study of data provided by the Active People surveys can provide greater detail on the sporting context and the Borough's current performance in terms of meeting Key Performance Indicators around participation and engagement. The Active People survey, first conducted in 2005/6 by Ipsos MORI, on behalf of Sport England, is the largest ever survey of sport and active recreation to be undertaken in Europe.
- 2.34 A telephone survey of 363,724 adults in England (aged 16 plus), it provides reliable statistics on participation in sport and active recreation for all 354 local authorities in England at a local level (a minimum of 1,000 interviews were completed in every local authority in England).
- 2.35 The survey was updated in 2008/9 with a second set of interviews, to identify where any changes might be found, with a third survey completed in 2009/10. It should be noted that the survey sample sizes in AP2 and AP3 were only 500 in Redditch.
- 2.36 The data identifies how participation varies from place to place at a local authority level and between different groups in the population. The survey also measures the proportion of the adult population that volunteer in sport on a weekly basis, are club members, are involved in organised sport/competition and receive tuition or coaching, as well as overall satisfaction with levels of sporting provision in the local community.

Headline Findings

- 2.37 Active People provides data on six Key Performance Indicators (KPIs) and operates a simple traffic light system by quartile to show immediately whether that level of performance is in the top 25% (green), middle 50% (amber) or bottom 25% (red) nationally. A comparison of the Borough's position against the regional and national average is shown in Table 2.3 below.

Table 2.3 : Headline Key Performance Indicators

KPI	Description	AP1	AP2	AP3	Region (AP3)	National (AP3)
1	Participation at least three days a week at moderate intensity for 30 minutes	19	22	20.8	20.1	21.6
2	At least one hour a week volunteering to support sport	4.2	5	3.6	4.7	4.7
3	Member of sports club	21.9	25.8	22.6	22.8	24.1

KPI	Description	AP1	AP2	AP3	Region (AP3)	National (AP3)
4	Received tuition from instructor or coach in past 12 months	16	18.5	16.9	16.2	17.5
5	Taken part in organised competitive sport in past 12 months	12.1	15.1	14.3	13.3	14.4
6	Satisfaction with local sports provision	68.7	62.2	72.2	66.8	68.4

2.38 The table shows that Redditch as an authority is in the third quartile for five of the six KPIs. In KPIs 1 to 5, Redditch was in the bottom quartile in the original Active People survey. With the exception of KPI 2 – volunteering – this performance has been improved, and the borough is now in the third quartile, although in nearly all cases, there has been a drop off between AP2 and AP3.

2.39 An increase in overall participation and engagement is illustrated by KPI 1 – the number of adults participating in 3 x 30 minutes of sport a week – which has increased slightly from AP1 to AP3 – from 19% to 20.8%.

2.40 Redditch is shown to be broadly reflective of the West Midlands region as a whole, with minor differences across most of the KPIs, with the exception of the satisfaction with local sports provision, which is above both the national and regional average (having increased significantly from AP2), suggesting that in the main, local people appear satisfied with the quality of the facilities and services offered.

2.41 On a sport-by-sport basis, key findings include:

- **Significantly above regional and national average participation in hockey**
- **Above average participation in football, tennis and golf**
- **Below average participation in cricket, and rugby union**
- **Participation in netball roughly equivalent to the national average**

2.42 A further summary of the Active People Survey data is shown in Appendix 1.

Market Segmentation

2.43 Sport England has developed a segmentation model, made up of 19 ‘sporting’ segments (each given a ‘name’) to break down the population which are aimed to help understand the attitudes, motivations and perceived barriers to sports participation. More detail on the Market Segmentation data is shown as Appendix 1, however, in summary, some prevalent groups in Redditch show a tendency towards an interest in football (groups ‘Tim’ and ‘Kev’) away from technical sports such as cycling, watersports or golf (although Jamie is the most active football participant, with smaller than average numbers).

- 2.44 The results also suggest lower than average numbers in female segments which are particularly active (for example, a significantly smaller number of Segment 5 - Helena). This may suggest that female participation might be lower overall, with a tendency towards inactivity. A map showing the dominant segments is shown in Appendix 1.

Section 3

Methodology



3 Methodology

- 3.1 The strategy has been developed using the guidance developed by Sport England and the Central Council for Physical Recreation (CCPR) detailed in *Towards a Level Playing Field*. This moves away from the application of generic provision and advocates focused research to identify local demand and supply, factor in qualitative factors and assess the adequacy of provision relating to quantity, quality and access for individual sports.

The Eight Stage Playing Pitch Model

- 3.2 The methodology comprises of an eight-stage approach, as summarised in the table below. This involves a number of specific research tasks to build a comprehensive audit. A series of toolkits are used to analyse the data collected with the resulting assessment figures interpreted in consideration to the local context and results of stakeholder consultation.
- 3.3 It should be noted that the Playing Pitch Model methodology is designed to work only for the major pitch sports – football, cricket, rugby and hockey. We have not applied the model to the other sports included in this study, with alternative assessment of the supply/demand balance made where appropriate. These approaches have been explained later in this report.

Table 3.1 : Playing Pitch Assessment Methodology

Stage	Description and Key Output
Stage 1	<p><u>Identification of the number of teams</u></p> <p>Demand is established through a count of the number of teams for each sport using a variety of information sources, including pitch booking records, league handbooks, and a club survey. Latent demand and the impact of future population projections are also considered.</p>
Stage 2	<p><u>Calculating home games per team per week</u></p> <p>In a 'normal' situation for all sports, the number of home games is calculated as 0.5 of the total number of teams, representing weekly 'home' and 'away' fixtures.</p>
Stage 3	<p><u>Assessing Total Number of Home Games per week</u></p> <p>This is the product of Stages 1 and 2, and is therefore not independent. The resultant figure indicates how many games have to be accommodated in the study area in the average week.</p>
Stage 4	<p><u>Establishing Temporal Demand for Games</u></p> <p>This stage assesses the proportion of total home games played on each day. The data is expressed as a percentage of total weekly demand. This Stage will determine what percentage of all games is played on a Saturday for example.</p>

Stage	Description and Key Output
<p>Stage 5</p>	<p><u>Defining pitches used / required on each day</u></p> <p>This is the product of Stages 3 and 4, and is not therefore independent. The resultant figure will indicate the pitches used/required on each day and time e.g. Saturday p.m.</p>
<p>Stage 6</p>	<p><u>Establishing pitches available</u></p> <p>An accurate assessment of supply is produced which distinguishes between pitches for each sport and between ownership (public, private, voluntary and educational sites). In modelling the existing situation, only pitches currently available for the appropriate days/times will be relevant. In the case of education sites, only those pitches which have 'secured' use i.e. a formal written agreement, have been identified as 'available'. The potential to broaden community access to pitches on school sites is considered.</p>
<p>Stage 7</p>	<p><u>Assessing the Findings</u></p> <p>The requirements to accommodate demand assessed at Stage 5 are then compared with the facilities as available at Stage 6. If the existing situation has been accurately modelled there should be either a good numerical fit between requirements and facilities available, or even 'surplus' provision on some days.</p>
<p>Stage 8</p>	<p><u>Identifying policy options and solutions</u></p> <p>A range of policy options can be developed, such as new provision or pitch improvements, to help the problems identified at Stage 7. The method can then be used to further assess the impact of policy options, and contribute to the selection of the most cost-effective solution.</p>

Adapted from *Towards a Level Playing Field* – Sport England and CCPR (Page 11)

Section 4

Summary of the Research Completed



4 Summary of the Research Completed

- 4.1 The key research methods, success of these and explanations of any specific assumptions made in the application of the PPM are summarised below, with more detail provided in relevant appendices. The assessment of supply and demand has been undertaken across Redditch.
- 4.2 Establishing precisely how many pitches and teams there are within the study area is often difficult to establish precisely due to fluctuations in the numbers of pitches at a given site. Changes in team numbers (particularly football) also change from season to season.
- 4.3 The assessment of playing pitch supply and demand within the study should therefore be considered a "snapshot" in time. There is a need to ensure that the data used within the assessment is updated at appropriate intervals to ensure the ongoing validity of the recommendations made.
- 4.4 In this study, the authority area has not been sub-divided into smaller analysis areas or sub-areas for the purpose of establishing localised supply/demand balances. This is due to the compact nature of the borough overall, and the absence of any robust previously identified areas to use. Any supply/demand issues are therefore addressed on a borough-wide basis, with some localised consideration of areas within the borough as appropriate.

Supply Audit

- 4.5 The current **supply** of pitches was established through undertaking a series of data review, research and consultation exercises. These consisted of:
- **Review of information held by Redditch Council** relating to the supply of playing pitches – this included reviewing lists held by Sport and Leisure Officers and a review of GIS datasets and mapping layers
 - **Review of aerial photography** to cross check all listed facilities identified and highlight any potential gaps in current information
 - **Review of information published on relevant websites** containing supply information – including Active Places, school and university websites
 - **Audit visits to 117 separate pitch and outdoor sport facilities on 38 sites** (some on shared sites) entailing **117 playing pitches and courts** in use across the sports assessed including:
 - 21 mini football pitches
 - 4 youth football pitches
 - 33 senior football pitches
 - 3 Artificial Grass Pitches
 - 2 bowling greens
 - 4 junior rugby pitches
 - 9 senior rugby pitches
 - 3 cricket pitches
 - 16 Multi Use Games Areas
 - 22 tennis courts

4.6 'Quality audits' formed part of these visits and were completed using the Sport England Non-Technical Visual Assessment proforma. Visits were conducted during the autumn of 2010. Additional visits on the same basis were undertaken to facilities outside of the borough (mainly the Studley area) to assess their quality and provide local context.

- **Consultation with key stakeholders** (National Governing Bodies of Sport, Sport England, Council Officers from Leisure, Sports Development, Education, and Planning and the County Sports Partnership,) – this was completed via the Steering Group, and individual consultation on a one-to-one basis either on the telephone or face-to-face
- **Collection of supply data of all council and private schools and further education providers.** For Council schools, data was collected through partners in education and at Worcestershire County Council. This was supplemented by follow up telephone consultation and site assessments on lower, middle and upper schools in Redditch
- **A postal survey, and follow up telephone consultation to all identified and relevant sports clubs** within Redditch – this focussed on demand information (see below) but also asked clubs about the quantity, quality and accessibility of facilities they use

Demand Audit

4.7 In establishing the current demand for pitches a series of research and consultation exercises were completed, specifically:

- **Consultation with National Governing Body (NGB) representatives** for all the sports included in the study scope to identify and review existing information, help promote the consultation and research planned and encourage clubs to participate in providing data (notes are shown as Appendix 3)
- **An initial sports club questionnaire** sent to identified clubs within the authority area and in some cases beyond – nearly 150 surveys were distributed to all identified clubs (by post and e-survey) identified by the respective NGB representatives drawing on their databases and records e.g. FA's database and Local Area Data (LAD), and the RFU's Club Pack listings, plus appropriate listings of the smaller sports. As outlined above this asked a number of questions relating to both demand and supply in addition to key issues and challenges experienced, and planned growth/developments expected in the future
- **Additional telephone consultation** with key sports clubs (focusing on non-respondents) to secure acceptable response rates (see below)
- **A review of booking information from pitch sites** within Redditch – sourced mainly from Council records
- **A review of league handbooks** and team listings, online forums and related information where available
- **A review of relevant websites for clubs and leagues**, predominantly aimed at 'gap filling' information collected
- **Consultation with sport and leisure officers**, and other local stakeholders to help corroborate information collected and identify key gaps locally (notes shown in Appendix 3)
- **Consultation with league secretaries** to explore current and future trends in demand (i.e. increasing/declining team numbers – see Appendix 3)

The evidence base: survey response rates

4.8 Final response rates for the surveys administered were:

- **Football clubs** – 39 of 54 clubs consulted (by post, online or by phone), representing **72%** of all identified clubs and **82%** of all teams. All major youth teams provided a response excepting Headless Cross Youth (FA club finder details used). 4 clubs in addition to the 39 responded to advise they have disbanded
- **Cricket clubs** – 5 of 5 affiliated clubs, representing **100%** of all identified clubs
- **Rugby Union** – **100%** of teams identified (total 15 teams, all part of 1 club)
- **Hockey** – 1 club was consulted and responded, representing **100%** of all identified teams
- **Bowls** – 3 of 3 clubs in Redditch borough (100%)
- **Tennis** – 1 of 1 clubs in Redditch borough (100%)
- **Golf clubs** – 3 of 3 clubs (100%)
- **Netball** – 10 of 28 clubs consulted responded, representing **36%** of all identified clubs and **49%** of all teams

4.9 The above response rates broadly equates to consultation with approximately 57% of all the registered clubs (91) in the borough, representing . All other details were added from other sources eg. Club Finder/league records. This is considered to provide a robust sample, supplemented by the views of wider stakeholders, on which to form a set of clear conclusions. Research efforts were focused on the main pitch sports as identified in the *Towards a Level Playing Field* model, with high success rates in these core sports.

Quantifying non-club/team demand for the major sports

4.10 Although the assessment is focused on community sport, with identified teams playing regular league/competitive fixtures as the 'demand unit', the PPM prompts the need to consider other demands placed on sports pitches. Some attempt has therefore been made to do this using the following assumptions.

4.11 School sport and team equivalents generated by PE use of facilities have been partially quantified and factored into the modelling accordingly. In Redditch, there is some limited availability of school sites for local teams to hire and use as home venues. Only some of these sites have formal community use agreements in place. Accounting for and factoring in school use of pitches has been quantified slightly differently across the four major sports identified, depending on the availability and quality of information available.

Estimating and projecting future demand

4.12 For population growth figures, information provided by Redditch Borough Council (sourced from Worcestershire County Council/ONS) has been used, with additional information provided by the RBC planning team. The Team Generation Rates established for the borough have been used to identify 'organic' growth that is likely to occur as a result of this based on change to the 'active population'.

- 4.13 Target growth rates for each of the sports were agreed with the appropriate NGB or local representative. The growth rates for sports (based on the next 5 years – the recommended duration of this strategy) after which time supply, demand and participation should be reviewed and updated, are:
- **Football:** a 1% growth in players of all ages – Mini, Junior and Senior – per annum
 - **Cricket:** assuming a 1% growth in players year on year
 - **Rugby Union:** a 2% growth year on year in senior players up to 2015, equating to an average of 1 additional senior team per club (target in line with the RFU Strategic Plan)
 - **Hockey:** No specific national or regional target has been set; discussion with the regional development officer agreed a growth target of 1% year on year


Quality Audit and Assessment

- 4.14 The quality of pitches has been assessed using a non-technical visual assessment proforma. This is part of the *Towards a Level Playing Field* toolkit and is included within the technical report appendices. The quality proforma collects a range of information about pitches based on a visual inspection. Specific criteria rated include:
- **Grass cover**
 - **Length of grass**
 - **Size of pitch (and suitability)**
 - **Slope**
 - **Evenness**
 - **Presence of common pitch problems**
 - **Availability of changing rooms**
- 4.15 Each pitch is scored out of a possible 100% and graded on a quality scale from ‘Poor’ through to ‘Excellent’, shown below. A proforma is also used to provide a quality rating for the ancillary facilities serving the site and rates the quality of the changing accommodation, parking facilities and general site access.

Pitch Quality Line

Less than 30%	30% - 54%	55% - 64%	65% - 90%	Over 90%
A Poor Pitch	A Below Average Pitch	An Average Pitch	A Good Pitch	An Excellent Pitch

- 4.16 In making recommendations and interpreting assessment results, pitch quality scores have been considered alongside sports clubs’ ratings of the facilities they use. The quality scores for all pitches identified is included in Appendix 2 as part of the overall pitch supply data.

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white vertical pole stands. The background beyond the field is blurred, showing trees and a clear sky.

Section 5

Audit Overview

5 Audit Overview

Supply of facilities in Redditch

- 5.1 Playing pitches come in various dimensions and surfaces depending on the sport for which they are used, and the ages of the participants. Playing pitches and courts (not including bowls and golf) in this strategy reflect the categories set out in Table 5.1.

Table 5.1 : Pitch / Court dimensions

Pitch Type	Age Group	Dimensions			
		Length (m)		Width (m)	
		Min	Max	Min	Max
Mini-Soccer	U7 - U8	27.5	36.6	18.3	27.5
Mini-Soccer	U9 - U10	45	55	27.5	36.6
Youth Football*	U16	82	90	45	90
Senior Football*	16+	90	120	45	90
Cricket*	U18	37m minimum from edge of cricket square to outfield boundary			
Cricket*	18+	45.72m minimum from edge of cricket square to outfield boundary			
Rugby Union*	Senior	n/a	144 [†]	n/a	70
Hockey AGP	Senior	n/a	91.4	n/a	55
Tennis	All	23.8		10.9	
Netball	All	30.5		15.2	

* Dimensions vary for different standards of play, age groups and grades of competition

[†] Measured from dead-ball line

- 5.2 A total of 38 playing pitch, tennis court, or MUGA sites currently in use have been identified. These provide a total of 114 pitches or courts in use across the sports assessed.

5.3 In terms of community-accessible pitches, the total supply is shown in Table 5.2 below:

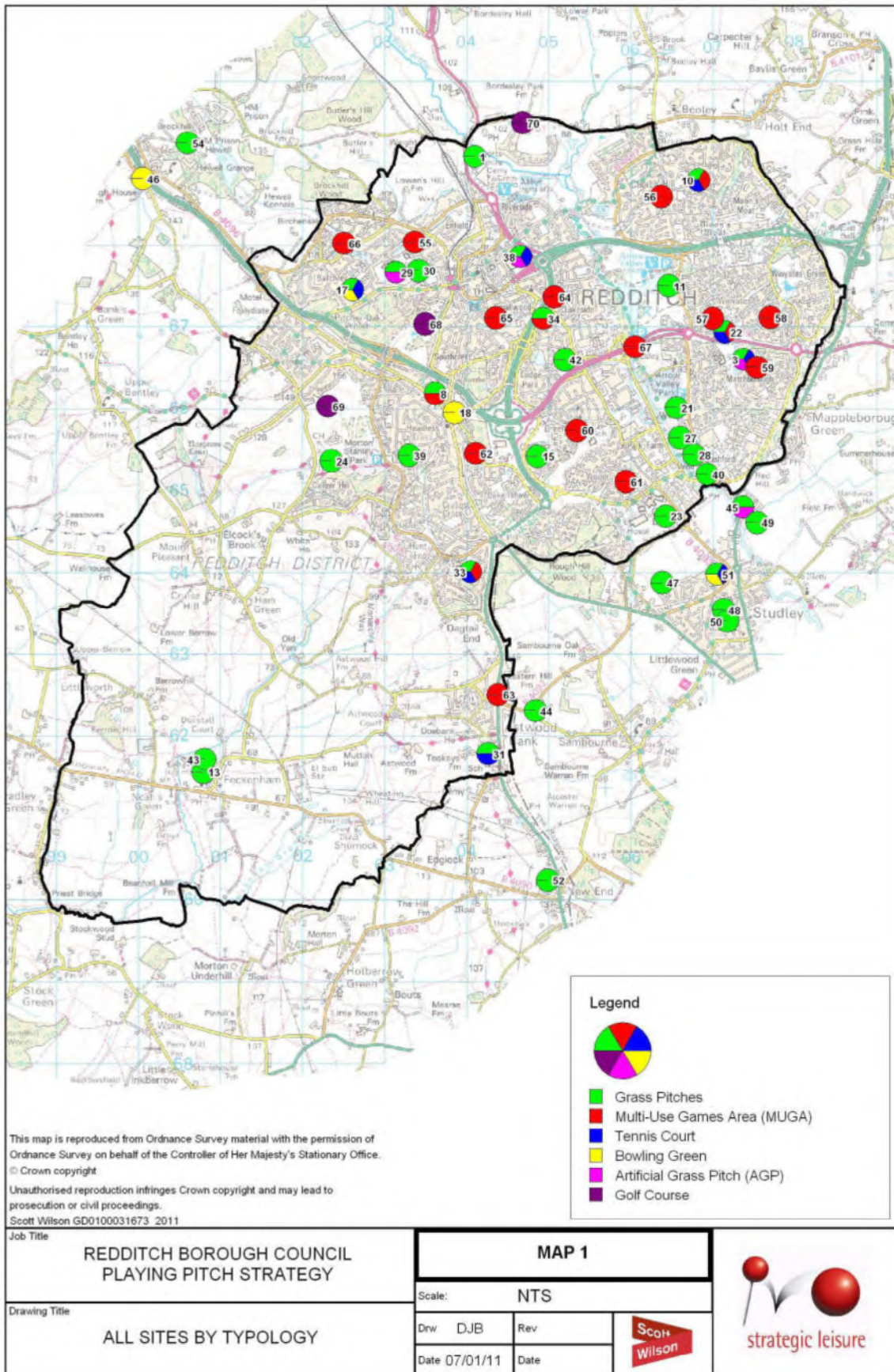
Table 5.2 : Total Pitch Supply

21 mini football pitches	4 junior rugby pitches
4 youth football pitches	9 senior rugby pitches
32 senior football pitches	3 cricket pitches
3 Artificial Grass Pitches	16 Multi Use Games Areas
2 bowling greens	22 tennis courts

5.4 Not all pitches are currently available for community use under formal agreements. We have illustrated facilities by ownership/accessibility in the Appendices.

5.5 Maps 1 to 12, shown in the Appendices, illustrate the mapping by quality, of all facilities, split by sport, and by community access/no community access. Where there are multiple pitches on a site, the average score has been shown. Where there may be any particular issues to affect the overall average of a site, we have commented specifically in the report. A summary map of all sites, highlighting the facilities on each, is shown below as Figure 5.1.

Figure 5.1 : Map of all sites/type



Redditch Borough Council
Playing Pitch Strategy 2011-2016

ID	SITE NAME	ID	SITE NAME
1	Abbey Stadium	44	Astwood Bank Cricket Club
3	Arrow Vale Community High and Sports College	45	BKL Sports & Social Club
8	Birchfield Road Playing Fields	46	Hewell Bowling Club
10	Church Hill Middle School	47	St Chads Road
11	Coppice Meadow	48	St Mary's School
13	Feckenham	49	Studley Cricket Club
15	Greenlands Playing Field	50	Studley High School
17	HDA Social Club, Batchley	51	Studley Sports & Social Club
18	Headless Cross Bowling Green	52	Cookhill Cricket Club, New End
21	Icknield St Drive (South)	54	Hewell Grange HMP
22	Ipsley C.E. Middle School	55	Bridley Moor Road MUGA
23	Kingsley College	56	Heronfield Close MUGA
24	Morton Stanley Park	57	Lowlands Lane MUGA
27	Old Forge	58	Cardington Close MUGA
28	Pathways	59	Millhill Road MUGA
29	Redditch Cricket Hockey & Rugby	60	Wharrington Close MUGA
30	Redditch United	61	Tredington Close MUGA
31	Ridgeway School	62	High Trees Close MUGA
33	St Augustines Catholic High School	63	Astwood Bank MUGA
34	St Bedes School	64	Sandon Close MUGA
38	Trinity High & 6th Form College	65	Glover Street MUGA
39	Vaynor School/Walkwood School	66	Brockhill MUGA
40	Washford Drive Playing Fields	67	Warwick Highway MUGA
42	Woodfield Middle School	68	Pitcher Oak Golf Course
43	Feckenham Cricket Club	69	Redditch Golf Club
		70	Abbey Hotel Golf Club

5.6 The map shows that in general terms of quality and geographical distribution, there is good coverage of facilities across the Borough, with some provision in the more rural areas (along with the more densely packed provision in urban areas).

5.7 In Table 5.3 is a summary of the provision of facilities by type and ownership – the first figure denoting the secured community pitches, and the second, the overall supply.

Table 5.3 : Pitch Accessibility Summary

Football			Cricket	Rugby		AGP (hockey)
Mini	Junior	Senior		Junior	Senior	
17/22	4/20	28/32	3/3	2/4	8/9	3/3

Pitches – General management, access and maintenance

5.8 The majority of pitches and courts in the borough are owned and managed either by RBC or the Local Education Authority. The majority of senior football pitches are owned/managed by RBC – a total of 21.

- 5.9 The vast majority of junior football pitches are on LEA sites – all but two pitches on Morton Stanley Park. Around two thirds of mini football pitches are on RBC sites.
- 5.10 Three of the adult rugby pitches in the borough are at Redditch Rugby Club, with five on school sites, and one pitch at HMP Hewell Grange. All three cricket pitches – Redditch CC, Astwood Bank CC and Feckenham CC are managed/owned/leased by their respective clubs.
- 5.11 Of the three Artificial Grass Pitches (AGPs), two are on schools – Arrow Vale Community School and Trinity 6th Form College – with the third at Redditch Cricket, Hockey and Rugby Club.
- 5.12 The booking and management of the council's grass pitches (and the three AGPs) sits within the leisure and culture team at Redditch BC. Pitches and facilities on schools (which are not dual use) are typically booked through schools individually. All three AGPs are sand-dressed (2G) pitches. The nearest 3G pitch is found at Studley.
- 5.13 Maintenance of council pitches is undertaken by an in-house team of Redditch Borough Council which is responsible for the maintenance and upkeep of all pitches and the synthetic pitches on dual use sites.
- 5.14 Grounds maintenance often emerges as a key issue in any pitch assessment. Many clubs using public facilities in particular hold negative views about the facilities they use. However, not all their views are attributable to grounds maintenance specifications or quality of service. In many cases, because public pitches are often located within publicly accessible open space, there is a 'quality ceiling' i.e. they are open to unofficial sporting use and other recreational use.
- 5.15 In the case of Redditch, maintenance has again been raised as an issue. However, a number of pitch sites are located on 'spoiled' land, created during the construction of the new town. In most cases, the dominant soil type is clay-based. This presents fundamental challenges in terms of maintenance and restricts playability. There are relatively few purpose-built, properly-designed and drained pitches in the borough. This has implications for the assumed carrying capacity, which is explored later in this report.
- 5.16 The key issues and challenges emerging from the research and consultation include:
- **Most complaints on grounds maintenance relate to the most heavily used sites – negative views therefore may be the result of over-use rather than inadequate maintenance, especially due to poor drainage and soil unsuitability**
 - **Additional maintenance required to sites can be expensive; priority should be given to multi-pitch sites, accessible for a range of community pitch sports, where best value will be derived from investment in pitch improvements**
 - **There are inherent challenges in providing quality facilities on open access sites, for example Feckenham, Birchfield Road or Morton Stanley Park, where members of the public are able to access the facilities**

Demand for playing pitches in Redditch

Formal demand: Community Clubs and Teams in Redditch

- 5.17 There are around 101 clubs across the sports assessed. The majority of these play regular fixtures in affiliated and unaffiliated leagues. The clubs generate in the region of 197 teams. Football, as in most areas of the country, accounts for the largest portion overall, with 94 of all teams being football sides (senior, junior and mini) playing regular games.
- 5.18 There is only one rugby club and one hockey club in the borough – these generate 15 and 9 sides respectively (although it should be noted that Bromsgrove Hockey Club (BHC) also currently plays in Redditch due to a lack of a local pitch – at Trinity School). Astwood Bank is the largest cricket club in terms of sides – fielding 19 teams, across seniors, various junior age groups, and women and girls.

5.19 The summary of teams by sport and age group, for the four main pitch sports in the Towards a Level Playing Field model is shown below as Table 5.4.

Figure 5.4 : Teams by sport/age group

	Football	Cricket	Rugby	Hockey	Total
Total teams	94	34	15	9 (17 inc. BHC)	149
Adult teams	42	15	4	7 (15)	65
Junior teams	34	19	4	2	59
Mini teams	18	N/A	7	N/A	25

Team Generation Rates (TGRs)

5.20 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. They are a useful indicator of levels of demand in a given area. Table 5.5 provides an overview of the TGRs for the four major sports. The implications of these are covered in more detail in the sport specific assessments and commentary on each area within the technical report. As a brief introduction, the principle of the process is that a high TGR (1:100) suggests a relatively low latent (unmet) demand, while a low TGR (1:1,000) suggests a relatively high latent (unmet) demand.

5.21 The figures show the number of residents (of the sport playing age – 6 to 55 years old) required to generate one team. For example across Redditch it takes 199 6-9 year olds to generate one mini soccer team, and 392 adult males to every senior football team.

5.22 Given the small geographical area of the borough, it has not been split to show localised TGRs, and any discrepancies or variations between sports. There is a limited value to comparison or benchmarking with other authority areas – the individual nature of each local authority, idiosyncrasies in population and demographic makeup, quality and availability of facilities, coaches, clubs. Sport England's national database has not been updated since 2004. Nevertheless, given the strategic links with Bromsgrove as an authority (these links are likely to become more evident as the joint authority working takes effect), and the availability of relatively current data from PMP's PPG17 study (2008), we have shown this as a comparator in Table 5.5.

Table 5.5 : Team Generation Rates

	Sport Breakdown	Population to Team Ratio	Bromsgrove
Football	Mini Soccer	199	120
	Youth Football – Boys	112	72
	Youth Football – Girls	394	443

Redditch Borough Council
Playing Pitch Strategy 2011-2016

	Sport Breakdown	Population to Team Ratio	Bromsgrove
	Senior Football – Men	383	379
	Senior Football – Women	7,797	16,453
Cricket	Youth Cricket – Boys	200	159
	Youth Cricket – Girls	1,649	574
	Senior Cricket – Men	1,533	618
	Senior Cricket – Women	10,138	7,288
Rugby Union	Mini Rugby Union	665	-
	Youth Rugby – Boys	611	103
	Youth Rugby – Girls	-	1,072
	Senior Rugby – Men	3,673	1,015
	Senior Rugby – Women	-	15,381
Hockey	Youth Hockey – Boys	2,407	No TGRs for hockey – as Bromsgrove Hockey Club plays in Redditch – see subsequent section
	Youth Hockey – Girls	2,319	
	Senior Hockey – Men	3,922	
	Senior Hockey – Women	5,198	

5.23 The table shows that in many regards, the results between the two are broadly comparable. The TGRs are slightly higher than Bromsgrove in most youth forms of the core sports, but adult TGRs are broadly comparable, particularly in senior football.

5.24 With regard to hockey, we have shown the TGR based on Redditch Hockey Club only, however, Bromsgrove Hockey Club currently plays in Redditch due to lack of available pitches in Bromsgrove. We understand that the majority of players at Bromsgrove HC are from that area, hence not including the teams within the Redditch TGR models.

5.25 A summary review focussing on national trends in football and cricket TGRs has been undertaken from a review of previous work. Some observations are highlighted below.

- **Football**

- For mini soccer, the national average is the generation of 4.56 teams per 1,000 population. In Redditch this is 5.02, suggesting that demand is marginally above the national average, which is based on a very small sample and studies up to 2005-2006
- The Redditch rate of team generation for youth boys' football is 9.4 teams per 1,000 compared to the national average of 11
- In senior male football, figures from the national database indicate that on average 2.8 teams per 1,000 population are generated. This rate in Redditch is marginally lower at 2.6 teams
- With regard to girls' football, team generation is significantly higher than the national averages. For girls' football 2.6 teams are generated locally, compared to 0.81 nationally. For women it is much lower at 0.1 teams compared to 0.08 nationally

- **Cricket**

- Team generation across youth cricket in Redditch is above national averages (at 5 teams per 1,000 for boys and 0.6 for girls, compared with 3.6 youth boys teams per 1,000 nationally)
- Senior cricket team generation rates in Redditch are below national averages – just 0.65 teams per 1,000 population are created, compared with around 2 teams per 1,000 nationally

Section 6

Assessment & Analysis Summary - Main Pitch Sports



6 Assessment and Analysis Summary – Main Pitch Sports

Football

- 6.1 In the last two decades the game of football has changed considerably with the development of mini soccer and the explosion of the female and disability versions of the game. The Football Association is currently planning further developments including a 9 v 9 version of the game to improve the experience and transition for players from mini soccer to 11 v 11.
- 6.2 This in turn presents challenges for facility provision for the game, particularly in terms of pitch and goal dimensions. One of the challenges presented is the classification of pitches based on the size criteria shown in Section 5, particularly in terms of Youth pitches, for older children (15/16 years). The broad rule of thumb adopted in this strategy recognises the need for pitches smaller than full adult size, on which younger players can have priority to play 11 v 11 football – the specific sizes/dimensions are of lesser significance.
- 6.3 In addition, technology for all weather facilities has moved on significantly and the advent of the 3rd Generation (3G) all weather facility provides not only a training base but alternative match day venue, the FA (as well as the RFU) has been working with leagues and clubs to explore greater use for matches and training use.

Supply

- 6.4 A total of 58 football pitches have been identified, of which 52 (around 89%) are judged to have regular community use. The number of each type of pitch is identified in Table 6.1. It should be noted that only pitches which are marked out, and used as pitches (whether for community, school or private use) have been included in the audit. Grassed areas used for informal sport (even where posts are provided) are not counted as formal pitches. Many of the primary and middle schools in Redditch fall into this category. The table shows that most of the playing pitch stock is in regular community use.

Table 6.1 : Summary of Community Use/Total Pitch Supply

Pitch Type	Community Use	Total Pitches
Mini	19	21
Youth (Youth)	3	4
Senior	30	33
TOTAL	52	58

Quantity and location of pitch sites

- 6.5 Map 3 shows the distribution of all mini football sites across the Borough – a total of 11 sites, with a total of 21 pitches, of which 10 sites are publicly accessible, totalling 19 pitches. This map shows that there is a generally good distribution of mini football pitch sites across the Borough – particularly in the urban areas, with sites well distributed, so reducing travel time to any particular site. In the rural areas – Astwood Bank and Feckenham – there are no mini pitches, with the closest at Morton Stanley Park.

- 6.6 Map 3 also shows the location of junior pitches. With only four pitches in total (of which 2 are at Morton Stanley Park), and three which are publicly accessible, there are significantly fewer junior pitches, and pitch sites, than the other types, but their location within the borough is quite good in terms of accessibility.
- 6.7 Map 3 illustrates the location of senior football pitches – a total of 30 accessible pitches across 13 sites. There are significantly more senior pitches than the other pitch types, with sites offering multiple (3+) pitches at Greenlands (Site 15); and Morton Stanley Park; and eight sites offering at least two adult size pitches. Given the relatively compact nature of the borough and the numbers of adult pitches, there is generally good accessibility to adult football pitches.

Quality of pitches

- 6.8 All football pitches (total 58) within Redditch were audited and the scores reflect the pitch quality during the time of the audit. Based on the quality score pitches are given a rating of either 'Excellent', 'Good', 'Average', 'Below Average', or 'Poor'. Table 6.2 indicates the numbers of mini, junior and senior football pitches which were given each rating.

Table 6.2 : Assessment Results – Community Use Pitch Quality – Football

Pitch Type	% of Excellent	Good	Average	Below Average	% of Poor
Mini	0	8	13	0	0
Junior	0	2	2	0	0
Senior	0	22	8	0	0
All Football	0	32	23	0	0

- 6.9 The table shows that none of the pitches in Redditch were rated as 'Excellent' however, 32 pitches were rated as 'Good'. There were also no pitches which were rated as 'Below average' or 'Poor' and 23 pitches in the area received an 'Average' rating.
- 6.10 In terms of specific pitches, the table shows that the majority of mini football pitches were rated as 'average' whereas the majority of senior football pitches were rated 'good'. Half of all junior pitches in the Borough were given a rating of 'good' whilst the other half were given an 'average' rating. The best rated pitches overall, as a group, were senior pitches – 76% were rated as 'good'.



Site 24 – Morton Stanley Park



Site 34 – St Bedes School

- 6.11 The images above show a football pitch which was rated as 'Good' (Site 24 – Morton Stanley Park) and a pitch which was rated as 'Average' (Site 34 – St Bedes School). The pictures illustrate the good level of mowing, good line marking, grass coverage and generally flat topography of Morton Stanley Park. St Bedes School however is showing patchy grass coverage and some areas of wear and tear.
- 6.12 The quality of pitches is important, as a key consideration as part of the PPS process is that of 'carrying capacity' – the ability of the playing pitch stock to accommodate multiple matches in a typical week. In this case, the auditing process suggests that most pitches can be expected to have an average capacity – at least two games a week.

Impact of quality on capacity

- 6.13 If pitches are particularly poor then they may not be able to accommodate the number of games required to meet demand and this could increase any deficiency recorded or reduce surpluses. The results of the quality inspections have therefore, in line with guidance detailed in Towards a Level Playing Field been used to show how quality might affect capacity.
- 6.14 Following typical assumptions on carrying capacity, it would be normal to assume that all community use given a 'Good' quality rating, could accommodate up to 3 games per week. Consultation with the Council's management team has highlighted some concerns over this as an assumption – the Council's experience suggests that most pitches are unable to sustain any more than two games a week – one Saturday and one Sunday.
- 6.15 If the overall theoretical capacity of pitches (based purely on their quality rating) is considered alongside the assessment results, then the following observations can be made:
- **The capacity of pitches across the stock currently available for community use is theoretically limited by some average pitches 38% (20 pitches). However there are no football pitches which are 'below average' or 'poor', neither are there any pitches which are 'excellent'**
 - **The current quality of provision should be maintained or improved to ensure that the level of deficiency in the Borough does not decrease. The poor quality of provision impacts in three ways:**
 - It means that there are limitations on which pitches can be used/rested/rotated season to season
 - Maintenance costs are higher for poor quality pitches (and lower levels of usage mean they do not return their maximum level of revenue)
 - Usage of poor quality senior pitches for youth football in particular is limited

Demand

Local clubs

- 6.16 Our audit has identified around 53 local football clubs generating 94 teams in total, as follows:

Table 6.3 : Demand Summary

Senior Teams	Junior Teams (U11+)	Mini Soccer Teams (U7-U10)
41	47	18

- 6.17 These teams play in a number of different leagues predominantly across the weekend. The key leagues are the Central Warwickshire Youth Football League; the Redditch & South Warwickshire Combination League; and the Bromsgrove & District Football League.
- 6.18 We have used one run of the PPM to cover the whole of Redditch borough. In total, there are 43 teams which require a senior football pitch, 18 teams which require a mini pitch, and 33 teams which require a junior pitch – this is different from the numbers of registered teams because many older youth teams (typically U15/U16) use an adult size pitch – this is also significant in terms of the modelling.
- 6.19 In the case of football, our research has shown that the peak day for football is Sunday. 78% of senior football takes place on Sunday morning, with 13% on Saturday afternoon. Junior football takes place on a Saturday (30%) and Sunday morning (70%). 78% of mini football activity is on a Sunday morning.

Other demand

- 6.20 Although school use of pitches does not feature in the Playing Pitch model, as schools do not make use of the pitches at peak times, some consideration of school use of pitches which are hired to the community should be made.
- 6.21 Although consultation has not suggested that any schools make use of public pitch space (either natural or synthetic), those facilities which are on school sites (dual use sites such as Arrow Vale Community College) or which are school sites with secure community use (e.g. St Augustin's School) are subject to school use for matches and PE.
- 6.22 Particularly an issue for football, this increased usage can be assumed to affect the overall carrying capacity of these pitches. This means that any pitch which is used on a day to day basis by a school, is unlikely to be able to sustain any more than one match at a weekend. However, consultation with clubs which hire school facilities have not raised any particular issues.
- 6.23 In short, pitches on school sites (even if made available for community use) cannot be expected to carry the same number of community games on a weekend, given their level of use through the week.

Latent and displaced demand

- 6.24 The consultation, in terms of feedback from clubs and league contacts, together with analysis of the supply of pitches, helps to establish the position in terms of the level of latent demand for football. The two football development officers from the Worcestershire FA and Birmingham FA – who are responsible for football development in the borough have not suggested that there is any clear underlying demand for the sport which is being suppressed by a lack of facilities specifically. However, it is noted that overall participation is not as high as it is in Bromsgrove, suggesting that this might be the case to an extent.

- 6.25 A wider consideration in terms of latent demand is that of the potential for greater football development activity in the borough. It has been acknowledged that football development activities have been slightly hampered by the split of teams affiliated to the Worcestershire and Birmingham FAs, and the difficulties associated with the county boundary line. The comparative absence of many highly developed clubs which can help drive the administration and development of football could be a factor – if the club structure is enhanced, there may be an increase in participation.
- 6.26 The club consultation has shown there to be relatively small amounts of displaced demand – i.e. clubs which are currently playing outside of the borough due to a lack of pitches. One club is known to be currently playing in Bromsgrove, but with a strong desire to return to Redditch. Duck Pond FC is also currently playing in the Borough, but without a designated home pitch.
- 6.27 As explored below, only a small number of clubs responded that they felt there was some latent/suppressed demand.

Club views – demand and capacity

- 6.28 The key results from the club survey consultation process which relate to facility provision – opinions on quality, suppressed demand, membership projections etc, are shown below:
- **Capacity:** 84% of clubs have capacity for new members, suggesting there is scope within the existing club structure for growth, and limited latent demand
 - **Membership Change:** 32% predict an increase, 58% predict no change, 10% predict a decrease
 - **Club Charter Standard:** 68% of clubs have no charter standard, 19% have Basic, 10% have community club standard, 3% are working towards charter standard
 - **Where are players from:** Clubs get their players from all across Redditch, the area which had the majority of players is Greenlands Ward with 19% of clubs reporting that the majority of their players are from this area
 - **Latent/Suppressed Demand:** 87% of clubs do not report any latent or suppressed demand and 10% report experiencing latent or suppressed demand of around 1-2 teams
 - **Facility Quality:** 6% of clubs state that their pitch quality is excellent, 35% good, 39% average, 10% below average and 10% poor. Poor quality changing facilities were highlighted as an issue by some clubs
 - **Facility Preferences:** 74% of teams said that they would rather have access to better quality facilities and travel further for them than have poorer quality facilities which are closer to home. Therefore, it seems that the large majority of teams prioritise quality over location. This is a key finding
- 6.29 The pitch ratings and feedback from football clubs appear to generally support the results of the completed quality audit highlighting a relatively small number of excellent pitches, with the vast majority either good or average, with some below average and poor. This is important as it effectively provides both an independent objective view point and a user perspective with similar conclusions.
- 6.30 As highlighted by the Football Association development officers, a comparatively small (in relation to Worcestershire County) number of clubs are Chartered Standard – 29% have either Basic or Community Club Standard. This has implications in terms of football development opportunities, however, in comparison with some areas in which Strategic Leisure has worked, this network is comparatively sizable.
- 6.31 There were some views expressed that the cost of pitches is too high.

Ancillary/Changing Facilities

- 6.32 In terms of sites accommodating football pitches, 32 sites with football pitches across Redditch are served by changing rooms (a total of 24 facilities). When considering actual pitch numbers with community use - 58% (31) of all community use pitches are served by changing rooms. Over two-thirds of the clubs responding to the survey (69%) report access to no changing facilities, or use of provision they rate as only 'Average' or 'Poor' or 'Very Poor'.
- 6.33 The provision and quality of ancillary facilities is one of the greatest issues in terms of football facilities in Redditch. Our quality assessments of the 20 changing facilities showed that over 50% (11 sites) were rated 'Very Poor', with two 'Average', six 'Good' and one 'Excellent'. An additional consideration is that of the location of changing facilities. Site 21 (Icknield St Drive South) has the highest scoring changing provision – the relatively new changing block here is of a high quality, however, there are no pitches currently on the site (some were removed to provide space for the new BMX track).
- 6.34 Conversely, the changing facilities at Old Forge (Site 27) scored only 49%, despite being required to service the pitches at Old Forge and Pathways (Site 28). As a further example, start times at Greenlands are staggered, to accommodate changing for the matches which take place, as there are not sufficient changing rooms for teams to use.

Pitch Access

- 6.35 Access has been considered from a number of perspectives. Specifically, access to affordable facilities (i.e. cost of hire) and geographical access (i.e. proximity to quality facilities and average travel distances). Access has also been considered from a demand perspective, taking account of the capacity for new members at the clubs as identified through their survey responses. The assessment highlights that:
- **45% of clubs identify 'internal funding' as a key issue – that is many experience issues with running costs and balancing money in via subs etc with expenditure, including pitch hire charges**
 - **The hire fees and charges that clubs pay vary significantly. These range from as little as £15 per match to clubs paying £45 for each game. Many clubs pay seasonal fees and block book facilities. This is on the basis of limited information received from clubs, so in reality variances could be more exaggerated**
 - **84% of clubs report capacity for new members suggesting that opportunities exist to play football – however, 65% of these do not estimate any growth and many raise issues with access to appropriate facilities**
- 6.36 The average (mean) acceptable distance for participants to travel to access facilities reported by clubs is around 5-6 miles. This is reinforced by responses to questions on future priorities. Over a third of clubs (77%) prioritise access to high quality facilities that involve more travel than lower quality facilities from within the proximity of where they draw their membership. In short, a significant number of clubs prioritise quality over location.

Neighbouring Provision

- 6.37 In addition to the facilities which are inside the Borough, we have audited and identified a number of additional sites which are in immediate proximity to the Borough. In terms of football facilities, additional senior pitches are found particularly in Studley. It should be noted that there is a significant number of teams which are also based in Studley – probably more than would typically be expected/sustained by a small community (population around 6,600). The evidence suggests there is a strong degree of 'cross-over' between Studley and Redditch.

6.38 While a full audit/supply demand assessment has not been undertaken, it is considered highly likely that Redditch residents and teams use these facilities, and are members of these teams. The key facilities outside of Redditch Borough but thought to play a key role in serving the needs of local teams are summarised below:

- **Site 45 – BKL Sports & Social Club – a good quality facility featuring extensive ancillary facilities and changing. The main grass pitch is fenced off and secure, level, well-maintained and (although detailed inspection was not possible) apparently of an excellent standard, and home to Studley FC. The site also has a new, floodlit 3G artificial pitch**
- **Site 47 – St Chad’s Road Recreation Ground – an isolated single senior pitch, not serviced by changing facilities, and with poor access. Pitch was waterlogged and grass too long. Not a facility which offers significant potential (although there is room for an additional pitch)**
- **Site 51 – Studley Sports and Social Club – two senior pitches, serviced by changing facilities (not accessible at time of audit). Pitches were heavy (primarily due to poor weather) but level and with generally good covering of grass**

Assessment – Application of the Playing Pitch Model

6.39 A summary of the application of the eight stage Playing Pitch Model assessment for football is provided below. Details on the total supply and demand which has informed this model are outlined below.

Table 6.3 : Summary of Playing Pitch Supply/Demand – Football

Model Stage		Results		Comments
1	Identifying teams	Mini Soccer	18	Identified through audit completed and including ‘regular’ season teams only.
		Junior Football	34	
		Senior Football	43	
2	Home games per week	Mini Soccer	1	Junior and senior teams play home and away fixtures – demand equates to 1 pitch every other week or an average of 0.5 per week. Mini soccer teams use the same pitch each week (so 1 pitch a week is used)
		Junior Football	0.5	
		Senior Football	0.5	
3	Total home games per week	Mini Soccer	18	Results of Stage 1 x Stage 2
		Junior Football	17	
		Senior Football	22	

Model Stage		Results		Comments
4	Establishing temporal demand for games	Mini Soccer	78% Sun AM	Peak demand and percentage of matches played at this time.
		Junior Football	70% Sun AM	
		Senior Football	79% Sun AM	
5	Defining pitches required each day	Mini Soccer	14	Figures show pitch requirements at peak time.
		Junior Football	12	
		Senior Football	17	
6	Establishing pitches available	Mini Soccer	19	We are not currently aware of any junior teams using senior pitches for competitive play.
		Junior Football	3	
		Senior Football	30	
7	Assessing the findings	Mini Soccer	+5 pitches	Figures do not take account of quality. Quantitative assessment only.
		Junior Football	-9 pitches	
		Senior Football	+13 pitches	
8	Identifying policy options and solutions	Mini Soccer	Identified in main report – Section 8	
		Junior Football		
		Senior Football		

Football Assessment – Current

- 6.40 The model shows that at the present time, there is a theoretical oversupply of 13 senior pitches and 5 mini soccer pitches, with an undersupply of around 9 junior football pitches.

Football Assessment - Future

- 6.41 The adequacy of football provision has been assessed to meet future demand through estimating levels of future demand based on population growth and the development plans and aspirations of clubs.
- 6.42 The supply and demand modelling has been used to identify changes to surplus and deficiencies in provision in five years' time.
- 6.43 Consultation with the FA, as well as the evidence gathered from consultation with the leagues and clubs, has suggested that only modest participation increases are likely in the coming five year period. The short-medium financial pressure on local authorities, including Redditch Borough, will make football development activity difficult. A participation increase of approximately 1% per annum is considered realistic.
- 6.44 The population projections provided by the Council have shown the characteristics of an aging population. In 2015, it is projected that the 'active population' – that of 5 to 55 year olds – will be slightly lower in 2015 than currently, hence a theoretical reduction in demand for pitches. It is considered that these two contrary factors should effectively balance each other. For the purpose of projections, our modelling shows that there would therefore be approximately the same level of demand for pitch space in 2015, as at present.

Key findings/Recommendations: Football

Key Findings:

- 1. The Playing Pitch Model results show that there is currently a theoretical surplus in provision (in terms of quantity) in terms of Senior pitches (13 pitches) and Mini pitches (4 pitches). There is a theoretical deficiency (9 in total) of Junior pitches.**
- 2. According to our projections, by the end of the study period, there will be similar levels of demand, although any unanticipated changes in population total and structure could change this picture.**
- 3. The peak demand figures reflect a heavy bias towards Sunday football – 79% of senior pitch demand is on a Sunday AM. Peak demand for Mini Soccer, youth and senior football is all on a Sunday. This might affect the ability to make up shortfalls using senior pitches.**
- 4. In relation to future demand, the current and future surplus of senior football pitches is more than sufficient to accommodate increased demand for youth football, and the latent demand identified. The shortfall could be accommodated through the remarking of some existing sites in each sub area to reflect the nature of actual football pitch demand – for example more junior size football pitches, with appropriately sized goals.**
- 5. Although more than half of the pitches are rated as 'good' or better, there are some quality deficiencies. Only in the case of senior football are the majority of pitches 'good' quality or better. Half of the junior pitches in the area are rated as 'Average'. Just less than half of the clubs responding to consultation rate their facilities positively. Poor quality pitch provision has potential implications for capacity.**
- 6. Clubs are willing to travel further distances to access quality facilities. Clubs are also paying a variety of different hire charge for facilities. The priority for over 2/3 clubs is better quality facilities rather than those close to where their players reside.**

- 7.** The Council's 'strategic reserve' of pitches – i.e. pitches which are not fully booked, has been useful for accommodating new teams and those without designated home pitches.
- 8.** There are a number of multi-pitch sites without changing facilities. Capacity, quality and usability would all be greatly enhanced with good quality ancillary facilities. The introduction of ancillary facilities on some of these sites would increase the percentage of pitches served by changing rooms. A number of clubs raised ancillary facility quality as an issue.
- 9.** There is the potential to develop greater partnership working with the most established, well-run and developed local football clubs to explore the potential for club-management of facilities and pitches.

Cricket

- 6.45 Cricket has undergone somewhat of a renaissance in the past 10 years. The success of the England team, and the impact of financial investment provided through the ECB and increased broadcasting revenues which have been reinvested into the grassroots game, through initiatives such as Chance to Shine, Kwik Cricket and the Cricket Foundation has had a positive impact in terms of facility provision and participation.
- 6.46 While synthetic pitch technology has improved the quality of training in terms of synthetic turf nets and practice strips, the vast majority of junior and senior cricket is still played on natural cricket wickets. As a critical element of the game, the quality and performance of natural wickets is a key priority for the ECB and Worcestershire County Cricket Board.

Supply

- 6.47 A total of 3 formal cricket squares have been identified in the audit process, with all of them identified as available for community use. These are at Redditch Cricket Club (Site 29); Feckenham Cricket Club (Site 43); and Astwood Bank Cricket Club (Site 44). All three are privately maintained by the clubs themselves on a volunteer/club-funded basis.
- 6.48 It should be noted that only squares which are marked out and used as formal cricket pitches have been included in the audit. Consultation has shown that several schools cut a section of their fields for cricket use in the summer term. We have not included this provision as part of the audit. Neither have we included facilities where a sole synthetic pitch is provided (on some school sites) for cricket practice – as there is at Ridgeway School (Site 31).

Quantity and location of pitch sites

- 6.49 Map 7 shows the distribution of all cricket sites across the Borough, with additional strategic sites from just outside the Borough also indicated. The map shows that the distribution of sites is generally skewed towards the south of the Borough – three of the four sites are in Astwood and Feckenham, with just Redditch Cricket Club located within the built up area of the Borough. However, some consideration of drive-time accessibility has shown that the whole Borough is within a 20 minute drive (6.67 miles) of a cricket square.
- 6.50 There are no pitch breakdowns. Unlike football, all cricket matches are assumed to take place on the main squares. This has implications in terms of match scheduling and occasionally carrying capacity (although no particular feedback on wear and tear was received from Redditch clubs).
- 6.51 A further three permanent cricket squares have been identified in the 'buffer zone' around the Borough - these are at Studley Cricket Club, Studley Sports & Social Club; and Cookhill Cricket Club, in New End. Two of these have also been quality assessed to provide context, despite the facilities falling outside of the borough and study scope.

Quality of pitches

- 6.52 All cricket squares within Redditch were audited and the scores reflect the pitch quality during the time of the audit (September/October) – at the end of the cricket season. Based on the quality score pitches are given a rating of either 'Excellent', 'Good', 'Average', 'Below average', or 'Poor'.
- 6.53 All three cricket squares were assessed as 'Good' by the auditing team. The pitch at Astwood Bank received the highest rating (80%). The pitch and outfield was of a high quality, with artificial net practice areas and secure site access and changing facilities.

Redditch Borough Council

Playing Pitch Strategy 2011-2016

6.54 Feckenham Cricket Club (75%) scored well in terms of the pitch and outfield, but the changing facilities were highlighted as being in potential need of some renovation (based on initial inspection). Redditch Cricket Club (73%) was also well scored in terms of the playing area, but scored less well in terms of changing and ancillary facilities (although internal inspection was not possible). None of the clubs appeared to have covers, at time of inspection (close season).

6.55 For illustrative purposes, photographs of cricket sites are shown below:



Site 29 – Redditch Cricket, Hockey and Rugby Club



Site 31 – Ridgeway School

6.56 The images above show a cricket pitch which was rated as 'Good' (Site 29 – Redditch Cricket, Hockey and Ruby Club) and an example of an artificial pitch. The site overall was rated as 'Average' (Site 31 – Ridgeway School). It is an example of a good quality training surface, usable for school cricket, but without the necessary supporting infrastructure for club use.

Impact of quality on capacity

6.57 Although different from football and rugby, cricket pitch playing capacity can still be adversely affected through poor quality of surfaces. As with other pitch sports, the assessments have been undertaken to explore how quality might affect capacity. There is a need for cricket squares to be of a sufficient quality, and with an adequate number of strips, to accommodate a seasons' play.

6.58 There is a working assumption that all cricket squares should be able to accommodate a minimum of three games a week – twice on the weekend, and a midweek fixture (junior cricket) – sustained throughout the season. Training might also take place on the square/outfield.

6.59 Based on our assessments, consultation with the Worcestershire Cricket Board and consultation with the clubs, there have been no clear issues raised regarding the quality of these pitches and their ability to sustain the current levels of use. However, there may be a 'ceiling' in terms of future use. Astwood Bank CC particularly has 19 sides which are spread over its two grounds (only one in Redditch Borough).

Demand

Local clubs

6.60 There are three clubs based in the Redditch Borough, generating a total of 35 teams across all age groups, and with male and female sides. As noted, Astwood Bank is the largest club (split into two, with mens' and ladies' sections), with Feckenham CC (3 Saturday senior teams) and Redditch CC (2 Saturday senior teams) of a similar size. All three teams play competitive league cricket in the Worcestershire Cricket League, with a mixture of Sunday friendlies and league competitions. All three sides have colts cricket on offer.

- 6.61 We have used one run of the PPM to cover the whole of Redditch borough. In total, there are 35 teams which require a cricket pitch, at various times across the week.
- 6.62 In the case of adult cricket, the peak day for matches is Saturday, although generally demand is split across the weekend. 26% of all cricket takes place on a Saturday, and in total, 9 adult sides are put out by Redditch teams, including two ladies' sides. There are seven regular Sunday sides, and many more teams (colts) which play on various days in the week.

Schools demand

- 6.63 We have received little feedback about sustained and successful cricket programmes in schools. There are no education facilities servicing both school and community use, and limited suitability of school facilities for such use. As a result, school cricket is deemed to have little impact on community supply.

Latent and displaced demand

- 6.64 The consultation, in terms of feedback from clubs and league contacts, together with analysis of the supply of pitches, provides some detail in terms of the level of latent demand for cricket. The development team from the Worcestershire Cricket Board – who are responsible for the borough – have not suggested that there is any clear underlying demand for the sport which is being suppressed by a lack of facilities specifically.
- 6.65 However, there is evidence of displaced demand which highlights a lack of facilities within the Borough to accommodate all the teams. Astwood Bank CC currently has four teams playing on a Saturday. The 1st and 2nd XIs play at Astwood Bank, whereas the 3rd and 4th XIs play outside of the Borough – at Hanbury. Similarly, Feckenham CC 3rd XI plays at Cookhill CC, as do some of the Astwood Bank Girls' teams. If Redditch CC were to begin a 3rd XI, there is no clear location where the club could play.
- 6.66 To summarise, **the teams based in the Borough are dependent upon facilities which are outside of the Borough** – if the clubs which own/maintain these facilities were to either finish, or indeed, generate more teams of their own, there would not be enough facilities for Redditch cricket teams.
- 6.67 It is thought that cricket development activity in the Borough is at a fairly high level. Astwood Bank is a ClubMark Development Level accredited club which is helping deliver cricket within Redditch.

Club views – demand and capacity

- 6.68 The key results from the club survey consultation process which relate to facility provision – opinions on quality, suppressed demand, membership projections etc, are shown below.
- **Capacity:** All 4 clubs have capacity for new members which suggests there is limited latent demand
 - **Membership Change:** 2 clubs predict an increase of around 40 members over the coming season, 2 clubs predict no change
 - **Club Charter Standard:** 1 club has Basic, 1 club has Development Club Standard/Sport England ClubMark, 1 club has Sport England ClubMark, 1 club is working towards charter standard
 - **Where are players from:** 3 clubs state that the majority of their players are from Astwood Bank and Feckenham Ward
 - **Latent/Suppressed Demand:** None of the cricket clubs reported experiencing latent or suppressed demand

- **Pitch Quality:** 3 of the clubs state that their pitch quality is good and 1 said theirs was 'Below Average' (Redditch CC)
- **Facility Preferences:** 1 club said that they would rather have access to better quality facilities and travel further for them and 2 clubs said they would prefer to have access to less high quality pitches but have them closer to home

6.69 The clubs did not suggest that suppressed/latent demand was a particular issue. However, there was a view from both Redditch CC and Astwood Bank that they would expand in terms of members. This could have an impact upon pitch demand.

6.70 The pitch ratings and feedback from the cricket clubs appear to generally support the results of the completed quality audit, highlighting a relatively small number of good quality pitches. This is important as it effectively provides both an independent objective view point and a user perspective with similar conclusions. It should however be noted, that the quality and upkeep of these facilities is entirely dependent upon the clubs themselves, and their ability to continue to finance these operations.

Ancillary/Changing Facilities

6.71 All the audited cricket squares (plus the other pitches clubs are currently using outside of the Borough) had ancillary/changing facilities, although internal inspections were not always possible. Consultation with clubs showed that none were particularly concerned with the quality of the changing facilities on their primary site. Feckenham and Astwood Bank stated their provision was 'Average' with Redditch CC noting provision was 'Excellent'. Astwood Bank expressed dissatisfaction with the quality of changing facilities at Hanbury.

Pitch Access

6.72 Access has been considered from a number of perspectives. Specifically, access to affordable facilities (i.e. cost of hire) and geographical access (i.e. proximity to quality facilities and average travel distances). Access has also been considered from a demand perspective, taking account of the capacity for new members at the clubs as identified through their survey responses. The assessment highlights that:

- **Two of the clubs identified funding – internal and external – as a key issue – in terms of running costs and balancing money in via subs etc with expenditure, including pitch hire charges**
- **Information on the hire charges that clubs pay is limited. Some cricket clubs own or lease their own ground, so hire/match fees are not relevant. However, Feckenham CC reported a cost of £600 for 7 games at Cookhill. Astwood Bank CC pays only around £20 at Hanbury**
- **All clubs responding to the written consultation survey have capacity for new members. As reported earlier, this is more than other sports and an indication that cricket participation could grow further**
- **40% of the clubs identified that they are anticipating an increase in membership over the coming season. This will lead to an increase in demand for pitches**

6.73 The clubs consulted did not present an overall consensus on acceptable travel distances, or whether close proximity of facilities to local catchments was more important than high quality facilities. Acceptable distances for the majority of club members to travel to local facilities ranged from 3 miles through to 10 miles.

Neighbouring Provision

- 6.74 In addition to the facilities which are inside the Borough, we have audited and identified a number of additional sites which are in immediate proximity to the Borough. In terms of cricket facilities, two additional squares are found in Studley, and further afield – Cookhill Cricket Club in New End is already used by clubs in the Borough. As with football, we would suggest that there may be a strong degree of ‘cross-over’ between Studley and Redditch.
- 6.75 While a full audit/supply demand assessment has not been undertaken, it is evident from the consultation that Redditch residents and teams use these facilities, and are members of these teams. The facilities are summarised below:
- **Site 49 – Studley Cricket Club – an excellent quality facility featuring extensive ancillary facilities and changing. The main grass pitch is fenced off and secure, level, well-maintained and with a good even covering of grass showing evidence of maintenance. Pitch covers and sight screens were also present**
 - **Site 51 – Studley Sports and Social Club – one cricket square, immediately between two football pitches, serviced by changing facilities (not accessible at time of audit). The pitch was of an ‘Average’ or ‘Below Average’ quality, and did not show evidence of a strong maintenance regime**
 - **Site 52 – Cookhill Cricket Club – no audit visit undertaken due to access/timetabling issues. Understood to be of average/good quality based on consultation with club and other users**

Assessment – Application of the Playing Pitch Model

- 6.76 A summary of the application of the eight stage Playing Pitch Model assessment for cricket is provided below. Details on the total supply and demand which has informed this model are outlined below. Note that we have assumed 0.5 home games a week, rather than the typical assumption of 0.7, as we are confident that all clubs and teams have been accurately accounted for.

Table 6.4 : Summary of Playing Pitch Supply/Demand – Cricket

Model Stage		Results		Comments
1	Identifying teams	Junior Cricket	19	Figures identified through audit completed and including ‘regular’ season teams only
		Senior Cricket	16	
2	Home games per week	Junior Cricket	0.5	Junior and senior teams play home and away fixtures – demand equates to an average of 0.5 per week
		Senior Cricket	0.5	
3	Total home games per week	Junior Cricket	10	Results of Stage 1 x Stage 2
		Senior Cricket	8	

Model Stage		Results		Comments
4	Establishing temporal demand for games	Junior Cricket	100% Midweek	Peak demand and percentage of matches played at this time
		Senior Cricket	26% Sat PM	
5	Defining pitches required each day	Junior Cricket	2 (assuming equal split across five days)	Figures show pitch requirements at peak time
		Senior Cricket	4	
6	Establishing pitches available	Cricket	3	Figure shows cricket grounds
7	Assessing the findings	Junior Cricket	+1 pitch	Figures do not take account of quality. Quantitative assessment only
		Senior Cricket	-1 pitch	
8	Identifying policy options and solutions	Junior Cricket	Findings identified in main report	
		Senior Cricket		

Cricket Assessment – Current

6.77 The model run shows that based on the peak demand – Saturday PM – there is currently a pitch shortfall equal to one pitch. This finding is consistent with our consultation, which found that there are currently teams based in the Borough which are using match day pitches outside of the Borough. The ‘junior cricket’ demand figure is largely indicative, as there is more flexibility around which days junior matches are played.

Cricket Assessment – Future

6.78 The adequacy of cricket provision to meet future demand has been explored through estimating levels of future demand based on population growth and the development plans and aspirations of clubs. The supply and demand modelling has been used to identify changes to surplus and deficiency in provision in five years’ time.

6.79 As highlighted earlier in this section, there are two issues likely to influence pitch demand in Redditch – the ageing population, and the growth or stagnation in participation rates. As highlighted with regard to football, any slight participation increase is likely to be at least partially offset by the aging population overall (projected overall growth is minimal).

6.80 Based on the current Team Generation Rates, allowing for a 1% increase in participation per annum (as agreed with development officers), and with a future population structure as is currently projected, a run of the PPM model shows that the future team generations will be very similar to the current level, allowing for ‘rounding’ and that pitch demand is unlikely to be substantially higher. In effect the current undersupply will be slightly exacerbated.

Other issues and challenges

6.81 The collection of raw data and application of the PPM overlooks a number of key characteristics of supply and demand that need to be highlighted and considered within the assessment conclusions. These include:

- **Cost of hire of private facilities – there may be capacity at some clubs with their own grounds who only run a limited number of teams that could be used by other clubs. However, the costs of using club-owned grounds may be prohibitive, and outside of the control of the ‘tenant’ club**
- **There are no high quality school facilities suitable at the present time for competitive community cricket, although some schools have converted natural wickets to artificial pitches. There are no private/independent schools which commonly offer natural wickets. It is likely that schools’ own needs are being met**

Key findings/Recommendations: Cricket

Key Findings:

- 1. On the basis of the assessment and additional evidence collected, it is clear that the current quality of cricket pitches is adequate or good.**
- 2. There is a current shortfall of cricket pitches in Redditch based on the ‘peak demand’ time of Saturday – this is illustrated by one club having two teams playing games outside of the Borough.**
- 3. Although the audited pitches are served by changing provision, the quality of this is variable and could be in need of investment particularly at Feckenham CC.**
- 4. The cricket infrastructure is viewed to be at capacity. Although all clubs report theoretical capacity for new members, and an aspiration to grow, a lack of facilities is likely to impact on this. Current pitch sharing arrangements may actually be masking a higher level of demand for facilities.**
- 5. There are good quality facilities and clubs (notably Studley CC) in the immediate vicinity which offer additional playing opportunities for Redditch borough residents, and are likely to be accounting for some of the demand.**
- 6. There are few clear options where good quality pitches not currently in community use (for example school squares) could be opened up to help provide more playing opportunities, for colts/lower league cricket.**
- 7. The Council should continue to work with the existing clubs as key delivery partners for the sport in the Borough.**

Rugby Union

- 6.82 Rugby union is a sport led in many parts of the country by a very strong network of well-resourced clubs and volunteers which provide the backbone of the sport and its future development. Clubs frequently own their own facilities (or have security of tenure), providing a stable base for growth. In recent years, significant effort by clubs and the RFU has been spent in improving the game for younger players, and Minis rugby is growing in popularity.
- 6.83 In terms of facilities, the advent of 3rd Generation long pile artificial grass pitches has provided a viable non-natural turf training option for the first time. This is particularly crucial given that the vast majority of clubs train on their match pitches, putting pressure on their carrying capacity. At a community facility level, in the North Midlands region, the RFU has recently invested in projects such as pitch drainage, changing room improvements and floodlights.
- 6.84 There is only **1** local rugby club based in Redditch – Redditch Rugby Club – which currently generates in the region of **16** teams in total. These teams play predominantly in friendlies only on a Saturday afternoon, but the 1st and 2nd XV teams play in local leagues – the North Midlands 4 West and Worcestershire 2nd Merit League.
- 6.85 In 2010, the RFU published a guidance note to accompany the Towards a Level Playing Field methodology to ensure that Playing Pitch Strategies provide accurate and useful data for rugby, taking into account accessibility, quality and capacity of pitches for training etc. The assessment has been completed in adherence to this guidance.

Supply

- 6.86 A total of **13** rugby pitches have been identified through consultation and the audit, although not all are suitable or available for community use. Of these pitches, 11 (around 83%) are available for community use (9 adult size). Of the total 13 pitches, 9 are full size and 4 of these are not full-size pitches (junior sized).

Table 6.5 : Summary of Community Use Supply

Pitch Type	Community Use	Total Pitches
Senior	9	9
Junior	2	4
TOTAL	11	13

Quantity and location of pitch sites

- 6.87 Map 8 illustrates the location of all rugby pitches across Redditch – a total of 8 sites, with 13 pitches in total, of which nine are adult pitches, and four junior size, however, there is only one multi-pitch site in Redditch – Redditch Rugby Club. All other pitches are found on education sites, with variable approaches to community hire, and in each case, a single rugby pitch (either junior or senior).
- 6.88 The map shows that there is some spread of pitches across the borough, with the rugby club in a good location, with good accessibility to the rest of Redditch town particularly. The main hub of pitches is at RRFC, with four adult and two junior pitches.

Quality of pitches

- 6.89 The pitch quality audits undertaken in Redditch reflect the evident quality of pitches at the time of the audit (early Autumn). In total, 12 pitches of 13 were audited (the adult rugby pitch at Arrowvale Sports College was not audited due to access issues).
- 6.90 Based on a quality line taking into account a variety of factors, pitches are given a rating of either 'excellent', 'good', 'average', 'below average', or 'poor'. Table 6.6 indicates the percentage returns for rugby pitches.

Table 6.6 : Quality of Pitches – Rugby Union

Pitch Type	Excellent	Good	Average	Below Average	Poor
Junior Rugby	0	2	2	0	0
Senior Rugby	0	6	2	0	0

- 6.91 The results of the quantitative assessment need to be considered alongside quality issues, as quality will affect the capacity of pitches to accommodate games. The quality audit shows that no pitches were rated 'Excellent' although the Kingsley High School pitch (Site 23) scored 87% - close to this rating. There were no pitches rated as poor or below average, suggesting that most pitches should be able to accommodate an equivalent of two matches per week.
- 6.92 The main hub of rugby – at Redditch Cricket, Hockey and Rugby Club – has an average pitch score of 66% - a 'Good' rating. The best pitch at RRFC scored 77%.



Site 29 – Redditch Rugby Club



Site 31- Ridgeway School

- 6.93 The images above show a rugby pitch which was rated as 'Good' (Site 29 – Redditch Cricket, Hockey and Rugby Club) and a pitch which was rated as 'Average' (Site 31 – Ridgeway School). The pictures illustrate a good level of mowing, particularly around the lines, at RRFC, and the generally flat pitch site. Ridgeway has quite poor post padding and longer grass, with less even line marking.

Impact of quality on capacity

- 6.94 The quality of pitches is important, as a key consideration as part of the PPS process is that of 'carrying capacity' – the ability of the playing pitch stock to accommodate multiple matches in a typical week.
- 6.95 If pitches are particularly poor then they may not be able to accommodate the number of games required to meet demand and this could increase any deficiency recorded or reduce surpluses. The results of the quality inspections have therefore, in line with guidance detailed in Toward a Level Playing Field been used to show how quality might affect capacity. While the surface/ball interaction is not as critical as in football, the player/surface relationship can cause damage to pitches.
- 6.96 The analysis suggests that around half of the audited pitches are of a 'good' standard – those pitches of an 'average' standard may be less capable of sustaining the required number of matches. We will consider this more in the Scenarios presented below.
- 6.97 A summary of the assessment results are provided below. As with football and area based assessments for other sports, the temporal demand pattern (and peak demand period) for each area locally has been used). Specifically, in relation to rugby the supply and demand assessment has used the Playing Pitch Model as a basis to model 5 different scenarios (as issued by the RFU). As with other sports the assessment summary illustrates both quantitative and qualitative factors.

Scenario 1 – All Demand and All Supply

- 6.98 The scenario is to provide an accurate picture of total supply/demand. The audit has identified a total of 13 rugby pitches (11 with community use). Of these, 11 are senior pitches – 7 of which are on school/education sites.
- 6.99 There is only one club, generating 16 teams. Consultation with schools, partnership development manager and the RFU suggests that there is not a particularly strong programme of schools rugby, although it is played by those schools which provide facilities. In these cases, fixtures are generally accommodated through the week.
- 6.100 A run of the PPM model shows that the Peak Demand period for adult pitches is on Saturday PM, with four teams playing, generating a peak demand of 2 pitches per week. Against this is the current supply of all adult pitches – currently 11. This suggests a total theoretical **oversupply of 9 adult rugby pitches**, based on peak demand. Removing the 7 education pitches from consideration, there is still a peak demand oversupply of 2 adult pitches (accounting for the 4 pitches at RRFC).
- 6.101 On the assumption that each school has sufficient pitch provision to meet its own needs for matches and training, it is clear that overall, there is sufficient supply to meet the local demand. This is based on the assumption that pitches are maintained to at least an average/good standard.

Scenario 2 – Matches and Training Capacity

- 6.102 This scenario takes account of all the floodlit pitches in use and includes training demands on these where applicable. It works on the basis that floodlit pitches are used three nights a week, every week.
- 6.103 Redditch RFC has one floodlit match pitch which has received significant investment from the RFU and is understood to have become fully operational from the beginning of the 2010/11 season, following some problems with the specification and settling in. It is understood that the pitch is therefore not used for training, however, a separate area partially floodlit is instead used twice a week.
- 6.104 The specification for the pitch/floodlighting is of a quality that it could perform a regional role as a venue for evening matches. This should continue to be the priority, given the club can make use of other areas on the grounds for training. While no regular use is currently scheduled, a situation should be catered for where increased use is permitted.

- 6.105 Two evening matches a week would increase overall demand to the equivalent of 4 pitches per week (2 for 4 adult men's XV's home/away) plus 2 evening matches each week. While the main pitch should be able to support use equivalent to three matches a week, this situation should be monitored.

Scenario 3 – All Demand and Accessible Supply Only

- 6.106 This scenario takes account of the pitches in community use only (as summarised in the overall modelling) and the demand as identified in Scenario 2 above. In effect this scenario provides the 'worst case' scenario, by including all demand generated by community teams and team equivalents generated from training and school demand, and assessing this against available accessible supply only. There are no pitches understood to be at risk, or approaching the end of a lease term.
- 6.107 As highlighted above, there are 9 adult pitches which are community-accessible, of which 4 are at RRFC. The pressure on these 4 pitches, based on the 'worst case' scenario, and assuming some training on pitch areas, is as follows:
- **4 x adult men's matches @ 0.5 matches per week = 2 game equivalents per week**
 - **2 x evening matches per week @ 2 matches every week = 4 game equivalents per week**
 - **2 x training sessions per week = 2 game equivalents per week**
- 6.108 The implications are that there is a total requirement for 8 game equivalents, across the week, with peak demand still on Saturday PM (2 matches), but in this scenario there could also be an evening peak demand of 2 pitches – 1 for an evening match and 1 for training. Against the total adult supply at RRFC (4 pitches), this is equal to 2 game equivalents per pitch, per week.

Scenario 4 – Pitch quality and capacity

- 6.109 In this scenario, quality factors are taken into consideration, with all pitches which score under 50% being removed from the PPM calculation. There were no pitches which scored under 60% according to the quality audit. Issues relating to the quality of pitches have been previously highlighted – it is anticipated that the situation at RRFC will improve markedly in coming seasons.
- 6.110 The audited pitches at RRFC should be able to sustain at least 2 game equivalents per week.
- 6.111 There are likely to be no pressing issues in terms of pitch quality adversely affecting the overall statistical supply, unless demand also increases.

Scenario 5 – Localised issues

- 6.112 The RFU is keen to ensure that any issues on a site-by-site basis are highlighted and addressed. In the case of this study (which is highly localised by its nature), we have already paid attention to the specific situation at the one rugby club – Redditch RFC. The scenario is designed to test latent demand, and note where demand may outstrip supply.
- 6.113 The general situation at RRFC is understood to be quite positive – the club has grown in recent years and the ground improvements are an encouraging step forward. The provision of dedicated youth pitches is a significant advantage. It is believed that a new women's team is being started, although regular fixtures have not been organised. In theory, if this team were to be a success, there would be additional pressure on the pitches, which should be monitored.

6.114 A summary of the situation is shown in Table 6.7 below:

Table 6.7 : Rugby Union localised issues

Club	Supply	Demand	Comment
Redditch RFC	4 x Senior (3 x Good; 1 x Average) 2 x Junior (2 x Average) Separate dedicated training areas	16 teams / 2 training TE Peak demand: Sat PM 2 Matches Total adult pitch demand – 8 matches(equivalent) per week	Rugby club has access to 4 senior pitches and 2 junior pitches, with separate training areas. Pitches required to hold 2 game equivalents per week. Quality and capacity considered adequate for current and short term future needs.

Latent and displaced demand

- 6.115 The consultation feedback from clubs and league contacts, together with RFU officers gives a view on the current demand for rugby in Redditch. In general, it is considered that the sport is in good shape, but that Redditch town particularly is not a strong 'rugby town'. There is not a clear opinion that there is any latent or displaced demand for rugby which is being caused by an undersupply of facilities, or lack of capacity within the existing club setup.
- 6.116 There is the potential for greater rugby development work, but this will continue to be restricted by budgets, curriculum time and the availability of facilities in schools particularly. RRFC itself has not highlighted latent/suppressed demand as an issue.

Club views – demand and capacity

- 6.117 Consultation with RRFC has highlighted that in qualitative terms, the club's perception of pitch quality ratings are similar to those measured by the visual assessments. They rated the pitch as 'good' quality and pay £40 per week for the use of the pitch. The club has 15/16 teams, 190 members, and expect to increase in membership in the future. Recent developments and improvements at the club have improved its playing facilities, and tenure is secure.

Ancillary/Changing Facilities

- 6.118 Although internal inspection of changing facilities was not undertaken, external inspection showed good structural condition of facilities. The pavilion building is shared by the hockey and cricket clubs. Consultation with all three clubs has highlighted that this resource is of a good standard and the overall facility – comprising the ATP, cricket pitch, nets, and rugby pitches – is a valuable one for the town as a whole.

Pitch Access

- 6.119 As in previous sections, we have considered access in terms of cost of hire, geographical location and access in terms of demand, taking account of capacity for new members. As previously noted, there is generally good location of community-accessible pitches across the borough, and the location of RRFC itself is relatively easy to access. The club suggested that a reasonable travel distance for members is around 5-6 miles, and suggested that accessibility of facilities is marginally more important than having higher quality facilities further away.

Neighbouring Provision

- 6.120 In addition to the facilities which are inside the Borough, there are a number of other clubs in fairly close proximity, including Bromsgrove RFC, which plays in the National 3 Midlands league – one of the higher standards in the area. Other local clubs include Woodrush RFC and Kings Norton RFC, although these are outside the immediate buffer of the borough and were not quality assessed or visited.

Assessment – Application of the Playing Pitch Model

- 6.121 A summary of the application of the eight stage Playing Pitch Model assessment for rugby is provided below. Details on the total supply and demand which has informed this model are outlined below, for comparative purposes. In accordance with RFU preferred modelling and process, junior and senior usage is considered together, as they often use the same pitches.
- 6.122 The scenario conclusions discussed above provide more detailed considerations.

Table 6.8 : Summary of Playing Pitch Supply / Demand – Rugby

Model Stage	Results		Comments
Identifying teams and team equivalents	Rugby	16 team equivalents (all ages)	Figures identified through audit completed and including 'regular' season teams and team equivalents.
Home games per week	Rugby	0.5	All teams play home and away fixtures – demand equates to an average of 0.5 per week.
Total home games per week	Rugby	5	Results of Stage 1 x Stage 2
Establishing temporal demand for games	Rugby	25% Sat PM	Peak demand and percentage of matches played at this time
Defining pitches required each day	Rugby	2 pitches	Figures show pitch requirements at peak time.
Establishing pitches available	Rugby	9	Figure shows all available pitch provision with community use
Assessing the findings	Rugby	+7 pitches	Figures do not take account of quality. Quantitative assessment only.
Identifying policy options and solutions	Rugby	Findings identified in main report	

Rugby Assessment - Current

- 6.123 Based on the PPS model, the figures suggest that there is currently a theoretical oversupply of 7 rugby pitches based on peak demand. However, this figure is based on all pitches, including those on school sites which are not currently used for community rugby. Based on the facilities solely at Redditch RFC, there is a smaller peak oversupply (see above Scenarios for greater detail).

Rugby Assessment – Future

- 6.124 The adequacy of rugby provision has been assessed to meet future demand through estimating levels of future demand based on population growth and the development plans and aspirations of clubs. The supply and demand modelling has been used to identify changes to surplus and deficiencies in provision in five years' time.
- 6.125 Consultation with the RFU, as well as the evidence gathered from consultation with Redditch Rugby Club, has suggested that only modest participation increases are anticipated in the coming five year period. Even accounting for the RFU's ambitious growth target for participant numbers of 2% per annum, the model shows that the future demand should still be accommodated using the current pitch provision. However, the model does not take account of the fact that most used pitches are actually at RRFC. Any additional teams generated which play at Redditch RFC will put pressure on the pitch stock.
- 6.126 As previously noted, given the participation profile of rugby players, the projected aging population will have an impact, reducing the demand for pitches. As with football, it is likely that these two elements will balance each other. Clearly if the population increases by more than is projected, there will be implications for pitch supply.

Key Findings/Recommendations: Rugby

The headlines:

- 1. The Playing Pitch Model results show there is currently a theoretical surplus of adult rugby pitches across the Borough, although most rugby pitches are provided on education sites. Given this situation, the RFU's Scenario 5 best summarises the supply/demand/quality issues which influence rugby development in the borough, taking account of the specific local issues and situation.**
- 2. According to projections, and accounting for participation increases, it is not anticipated that there will be any significant change to the supply/demand balance by the end of the study period.**
- 3. The quality of pitches is generally satisfactory – all pitches are rated average or good – 3 of 4 adult pitches at RRFC are of 'Good' quality.**
- 4. There is only one rugby club in the catchment area – Redditch Rugby Club – which is also the only multiple pitch hub in the Borough with 6 pitches in total. This facility is of a good standard, with good quality pitches, floodlit match pitch and training area, and changing provision. There is some space for the club to grow its membership base using its existing facilities, although qualitative improvements may be required.**
- 5. The key partner for delivery of competitive/recreational rugby in the borough is RRFC – future – efforts should be made to support the club's ongoing development and ensure that school/club links are maintained, and that facilities are appropriate to the club's requirements.**

Hockey

- 6.127 Data from the home nations' hockey governing bodies and participation information gathered from sources such as the Active People survey illustrates that hockey has remained generally static in terms of growth/decline over recent years.
- 6.128 Still popular with both males and females, there has been progress at the elite level, with both men's and women's teams enjoying international success in the past two seasons, resulting in funding increases from UK Sport ahead of the London Olympics in 2012.
- 6.129 Investment and improvement of facilities has had a significant impact upon the game, with the switch to artificial surfaces all but complete – very few clubs now play on natural grass pitches. This has improved the playing experience for most, but recent moves from sand-based shorter pile artificial carpets, to longer pile, 3G surfaces (as preferred by football) has a detrimental impact, as these pitches are not suitable for hockey. England Hockey policies do permit the use of EH Category 3 (long pile 3G surfaces) for club play, excluding regional premierships divisions, but note the slower speed, unpredictable consistency and playability issues.
- 6.130 On a development front, England Hockey has had some success in growing the game in schools, particularly with initiatives/versions of the game such as Quicksticks, but faces challenges in terms of access to facilities and availability of volunteers given the smaller base of employed development officers.
- 6.131 The audit identified 1 community hockey club – Redditch Hockey Club, which currently fields 7 teams in total. The teams range in type from senior men to junior girls but all play on Saturday afternoons. The teams are involved in different leagues depending on age and gender.
- 6.132 However, in addition to Redditch HC, it should also be noted that Bromsgrove Hockey Club is currently playing matches in Redditch – at Trinity School – as it does not have access to its own pitch. Bromsgrove currently has four men's teams and three ladies teams as well as the Bromsgrove Badgers (total of 8 teams). This creates a total demand of 15 adult teams. In addition, Redditch HC has U18 and U15 boys and girls' teams, although it is understood that they play cup matches, rather than league fixtures every week.

Supply

- 6.133 There are a total of 3 Artificial Grass Pitches (AGPs) in Redditch (all sand-based). All of the 3 AGPs are available for secured community use.
- 6.134 In the case of hockey the supply and demand modelling has been undertaken based on full-size pitches suitable for hockey ie sand-based, with secured community use. In addition to these pitches there is 1 full size AGP at Studley, just outside of the Borough. This floodlit 3G pitch has been excluded from the analysis, as it is not ideally suited to competitive hockey (we understand it to be a long-pile rubber-crumbs fill surface).
- 6.135 There are therefore 3 full sized hockey pitches in total, (all sand dressed/filled deemed suitable for hockey matches), shown below in Table 6.8.

Table 6.8 : AGPs suitable for hockey use

Site Name	Pitch Type	No Pitches	Secured Community Use
Arrow Vale Community High and Sports College	Sand-based	1 full size	Y

Site Name	Pitch Type	No Pitches	Secured Community Use
Redditch Cricket Hockey & Rugby	Sand-based	1 full size	Y
Trinity High & 6th Form College	Sand-based	1 full size	Y
	Total	3 pitches	All

Quantity and location of pitch sites

- 6.136 Map 9, in the appendices, shows all AGP facilities. The map illustrates that there are two 2 secured community use hockey pitches on school sites (Site 3 – Arrowvale Community College; Site 38 – Trinity High School) and 1 which is part of a sports ground (Site 29 – Redditch Hockey Club).
- 6.137 The map shows that there is generally good accessibility to all three sites, although they are located to the north of the borough, with no provision in the Crabbs Cross/Headless Cross/Oakenshaw locality. In general, it is accepted that AGPs attract people from a wider catchment area. With this consideration in mind, we would consider there are no areas of the borough which have no access to AGPs.

Quality of pitches

- 6.138 Two of the three AGPs suitable for hockey in Redditch were audited and the scores reflect the pitch quality during the time of the audit. Based on the quality score pitches are given a rating of 'excellent', 'good', 'average', 'below average', or 'poor'.
- 6.139 Both the hockey club and Trinity High School pitches were given a 'good' rating, and consultation with the management team at Arrow Vale Sports College has shown there to be no quality issues at this site either. Additionally, although not used for hockey, the new 3G pitch at BKL Sports and Social Club, is of a high quality and already attracts training use from a number of clubs in Redditch. This has implications for hockey because of the displacement of demand for sand-based pitches.
- 6.140 All 3 of the AGPs in the Borough were rated as 'good', based on two site assessments, and consistent consultation findings, so none rated 'average' standard or below. The figure below shows Redditch Hockey Club:



Site 29 – Redditch Hockey Club

Impact of quality on capacity

- 6.141 One of the key strengths of AGP facilities is their carrying capacity – a well specified, well maintained pitch should be capable of sustaining constant use (subject to adverse weather). Provided that these standards are maintained, there should be no particular impact of an ‘average’ pitch as opposed to a ‘good’ pitch, however, there is a relationship between quality and demand. A high quality, high specification facility will be more highly regarded and is likely to generate greater demand.

Demand

Local clubs

- 6.142 In order to calculate the total demand, we have assumed that both Redditch HC and Bromsgrove HC are based in the borough, as they both play on Redditch pitches. While consultation with Bromsgrove has indicated that the club would clearly prefer a pitch nearer its clubhouse, there are no current plans to move from current match day use of Trinity School.
- 6.143 On the basis that there are two hockey clubs in the borough, we have used a run of the PPM to cover the whole of the borough. In total Redditch HC has nine teams, from U15 to adults’ sides (male and female). Bromsgrove HC has eight sides – four mens’, three ladies and the Badgers (academy side).
- 6.144 Our research shows that both clubs operate a ‘match slots’ system, with the pitches at both Redditch HC and Trinity School effectively ‘block booked’ for the duration of Saturday. Starting in the morning, juniors and women’s matches are typically run first, with men’s league matches on Saturday afternoons. The junior matches are more sporadic and are typically arranged around senior matches (on senior pitches).

Other demand

- 6.145 Other demand and team equivalents include potential school use, and training time required by clubs. Additionally some allowance has been made of the use of AGPs by schools. There is currently limited schools’ competitive hockey played, and this does not take place on Saturdays, hence there is no clash in demand for hockey match slots. There may be some issues in terms of training capacity, but no such issues have been identified – Bromsgrove HC currently uses Bromsgrove School, and Redditch HC has priority at its own pitch.

Latent and displaced demand

- 6.146 The consultation with the club, England Hockey development officer and the Partnership Development Manager suggests that there is not a substantial suppressed or latent demand for hockey at the present time, and no clear displaced demand – i.e. clubs which are playing outside of the Borough due to a lack of facilities/cost barrier. In fact, as previously noted, the pitches in Redditch are sustaining additional play from Bromsgrove HC.

Club views – demand and capacity

- 6.147 Consultation with both clubs has illustrated some of the following key issues:
- **Capacity:** Both clubs have capacity for new members
 - **Membership Change:** Slight increases anticipated over next five years
 - **Club Charter Standard:** Bromsgrove is understood to have a current Clubmark accreditation and significant infrastructure (despite the lack of pitch) while Redditch has previously been accredited (now lapsed and being worked towards)

- **Where are players from:** Across Redditch and Bromsgrove – Bromsgrove is limited by the fact that their 'home' ground is away from traditional base
- **Latent/Suppressed Demand:** No significant issues reported
- **Facility Quality:** Quality of pitches is considered satisfactory – in the case of RHC, the ancillary facilities are of a good quality and scope
- **Facility Preferences:** Redditch is satisfied – has good quality facilities in a suitable location. Bromsgrove would prefer a pitch nearer to its home, even if of a marginally poorer standard

Ancillary/Changing facilities

- 6.148 Our audits and consultation have indicated that all AGPs have access to changing facilities and ancillary facilities – particularly at Redditch HC which has extended clubhouse facilities. Bromsgrove HC uses its own clubhouse facilities at Finstall Park.

Pitch access

- 6.149 As with grass pitches, access has been considered from a number of perspectives. Specifically, access to affordable facilities (i.e. cost of hire) and geographical access (i.e. proximity to quality facilities and average travel distances). Access has also been considered from a demand perspective, taking account of the capacity for new members at the clubs as identified through their survey responses. The assessment highlights that:

- **Bromsgrove HC identified that pitch access is a challenge – as previously noted, the club does not have its own pitch, and uses Trinity School. This has implications in terms of funding the hire of the pitch, and income from the bar etc**
- **Redditch HC has access to its own pitch which is extremely valuable in terms of accommodating/prioritising the club's development needs, training sessions, matches etc**
- **Both clubs report capacity for new members, suggesting that opportunities exist to play hockey. Both clubs suggest that marginal growth is anticipated**

Neighbouring Provision

- 6.150 Our auditing has shown there are no additional AGPs suitable for hockey in immediate proximity to the Borough, although as previously noted, there is a 3G pitch at Studley. This is significant because it will help to reduce the load in terms of football team training requirements on other artificial pitches in Redditch.

Assessment results – Application of the Playing Pitch Model

- 6.151 A summary of the application of the eight stage Playing Pitch Model assessment for hockey is shown below.
- 6.152 Catchments for hockey clubs generally (given the smaller number of clubs, their reliance on synthetic facilities and their general distribution) are typically larger than for football clubs/pitches. For the purposes of the assessment, it has been assumed that each AGP can accommodate up to 4 back to back matches per weekend day. There are no specific restrictions on match times and fixtures are generally played between 0930 and 1730 (an 8 hour period).
- 6.153 As previously noted, we understand that the junior teams do not play in leagues, on a weekly basis. We have subsequently assumed this level of demand is equal to 25% of a team (one full team in total).

Table 6.9 : Summary of AGP Supply/Demand – Hockey

Model Stage		Results		Comments
1	Identifying teams	Junior Hockey	2	Figures identified through audit completed and including 'regular' season teams only (see above)
		Senior Hockey	13	
2	Home games per week	Junior Hockey	0.5	Junior and senior teams play home and away fixtures – demand equates to an average of 0.5 per week
		Senior Hockey	0.5	
3	Total home games per week	Junior Hockey	1	Results of Stage 1 x Stage 2
		Senior Hockey	7	
4	Establishing temporal demand for games	Junior Hockey	100% Sat AM	Peak demand and percentage of matches played at this time
		Senior Hockey	100% Sat	
5	Defining pitches required each day	Junior Hockey	1	Figures show pitch requirements at peak time
		Senior Hockey	7	
6	Establishing pitches available	Hockey	12 match slots	Pitch slots – 3 AGPs x 4 match slots per day (2 AM, 2 PM) 12 potential match slots
7	Assessing the findings	Hockey (overall)	+4 match slots	Figures relate to 'pitch slots' rather than whole pitches
8	Identifying policy options and solutions	Junior Hockey	Findings identified in main report	
		Senior Hockey		

Hockey Assessment – Current

6.154 The table shows that on the peak demand day of Saturday, there is a regular need for 8 match slots to accommodate the home sides (across the morning and afternoon). Given there are currently three AGPs, each providing four match slots a weekend day (total 12) this shows a theoretical oversupply of four match slots per day. It should be noted that the current supply/demand balance takes account of the demand of Bromsgrove HC – four match slots per Saturday.

Hockey Assessment – Future

- 6.155 The adequacy of hockey provision has been assessed to meet future demand through estimating levels of future demand based on population growth and the development plans and aspirations of clubs. The supply and demand modelling has been used to identify changes to surplus and deficiencies in provision in five years' time.
- 6.156 As with football and cricket, we consider, based on consultation with key stakeholders, that a participation increase of approximately 1% per annum is considered realistic.
- 6.157 Again, as flagged earlier in this section, the aging population structure will have an impact on demand. Projections suggest a slight decline in demand for pitches, but probably not equivalent to one team (0.5 pitch slots per week). Hence, we would expect demand to be roughly the same as the current level in 2015.
- 6.158 Additionally, if Bromsgrove HC was to locate an alternative home match venue, this would have a significant impact, freeing up an entire pitch on peak match day (Saturday).

Key findings/Recommendations: Hockey

Key Findings:

- 1. The Playing Pitch Model results show that there is currently a theoretical surplus in quantitative provision equivalent to 4 match slots (one pitch for a full peak day). This is consistent with our consultation findings.**
- 2. According to projections, by the end of the study period, it is unlikely that there will be any significant change in terms of demand for match slots. However, if Bromsgrove HC relocates, this will free up a significant number of slots, increasing the oversupply. The club is very keen to find a pitch closer to Bromsgrove.**
- 3. 100% of match slot demand is on a Saturday, with the clubs currently operating around four match slots per pitch, per day.**
- 4. The quality of AGPs is generally good – all three pitches have floodlights, changing provision etc.**

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white, vertical pole stands. The background beyond the field is blurred, showing trees and a clear sky.

Section 7

Assessment & Analysis Summary - Minor Sports

7 Assessment and Analysis Summary – Minor Sports

- 7.1 This section provides a commentary on the other sports/provision assessed as part of this study specifically: Bowls, Tennis, Golf and Netball. The Towards a Level Playing Field methodology does not apply to these sports, so consideration of supply/demand balance has been made using information on clubs, from sports development officers, and from our audit assessments.

Bowls

- 7.2 Lawn bowls is a sport which maintains continuing popularity, with recreational play particularly significant among older groups. As a low-intensity activity, bowls is regarded as an important sport to target individuals who may be less well conditioned physically, encouraging an active lifestyle. The sport itself is typically organised on a club basis, although many facilities are owned by local authorities.
- 7.3 Bowling greens as sports facilities accommodate a range of formal and casual use. Demand manifests itself through differing uses, such as formal bowling teams using facilities for league games, or for individuals to bowl on a more casual or informal basis.
- 7.4 According to Sport England's Active People survey, bowls has encountered a decline in overall participation in recent years, particularly between AP2 and AP4 (the most recent survey).

Supply

- 7.5 The audit of bowling provision within the area has identified a total of 2 bowling greens currently in the Borough and which have community use – Sites 17 and 18 (HDA Social Club and the Headless Cross Bowling Green).
- 7.6 These are both private facilities (through private clubs). It has been identified that there are 2 bowling greens which are just outside the Borough boundary (Sites 46 and 51 – Hewell Bowling Club and Studley Sports & Social Club). These facilities have not been included in the overall analysis.

Quantity and location of bowling greens

- 7.7 Map 11 (see Appendices) shows the location (and quality) of bowling greens across the borough and the wider buffer zone.
- 7.8 Participation in bowling is enhanced and supported by the provision of indoor facilities, which complement outdoor greens and provide winter play opportunities. In this case, the nearest indoor rink is quite accessible – a six-lane rink is found in Bromsgrove and another at Welford-upon-Avon.
- 7.9 The map shows that there is limited access to outdoor bowling greens in certain areas of Redditch – while the north west and centre of the borough is relatively well catered for via the two greens in the borough (as well as Hewell). However, the east of the borough – particularly the areas east of the Arrow Valley Park – are without bowling green provision.
- 7.10 In terms of accessibility and travel time, clubs suggested that the majority of members travel by car, and an acceptable distance of 5-10 minutes travel time. Assuming that members do indeed travel by car, this does have an impact on perceived accessibility.
- 7.11 In general terms, a number of factors affect the accessibility of bowling greens. These include the geographical location of facilities and travel required, in addition to the membership policy on offer and the capacity to cater for new members.

Quality of bowling greens

7.12 The quality of bowling greens has been assessed via club consultation and via site visits, using a non-technical visual assessment (standard proforma). A number of criteria have been examined, specifically:

- Presence of flooding/lighting
- Surface / turf
- Benches
- Condition of gullies / backboards
- Whether the facility is served by a pavilion and staffed
- Appropriate fencing

7.13 Both greens in Redditch were quality assessed, as were the two greens just outside of the borough. As Map 11 shows, one green was rated 'average', and one 'below average', while the two outside of the borough were both given a 'good rating'. The lowest rated green was at HDA – scoring 36% - however, there are also qualitative issues identified at the Headless Cross site also. For illustration, two bowling greens are shown below (noting that the Studley facility is outside of the study scope).



Site 51 – Studley Sport & Social Club (good)



Site 18 – Headless Cross Bowling Green (average)

7.14 Clubs using local facilities were also consulted about their ratings of the quality of the bowling greens they use. The two clubs in the area both responded to the information request regarding quality of provision. Of the two responses received, one club rated the bowling green as 'average', and the other rated their green as 'good'. When questioned specifically about ancillary facilities i.e. changing provision, toilets etc, one site (HAD) was rated as 'good' and the other (Headless Cross) was rated as 'excellent'.

Impact of quality on capacity

7.15 As with other natural surfaces, the quality of the surfaces has an impact upon the level of usage, as well as overall satisfaction and quality of playing experience. Poorly designed and drained greens cannot recover from inclement weather, and require additional maintenance.

Demand

Local clubs

- 7.16 As previously noted, our research shows that clubs are based at both the greens in Redditch as well as the two greens in the immediate buffer zone around the borough.
- 7.17 Analysis showed that one club predicts no change in their membership in the foreseeable future while the other predicts a decrease in membership. In relation to the membership policy, both clubs stated they are 'open to all'.

Other demand

- 7.18 Our consultation with clubs and other stakeholders has not identified any additional demand for bowls in the area in terms of school development programmes etc or through initiatives such as New Age Bowls (a programme which aims to target young people and beginners). Similarly, we are not aware of any particular issues in terms of latent or displaced demand with potential participants being required to play outside of the borough.

Assessment – Application of Supply/Demand Model

- 7.19 In order to assess the supply/demand balance of bowling greens, we have used our internal model developed for use on other Playing Pitch Strategies across the country. The model uses localised population data and the regional participation rate, along with assumptions on assumed session length and peak hours, to estimate the demand for space, based on bowls greens being at peak capacity. The model is worked through below, with figures for current year and 2015 estimate.

Table 7.1 : Bowls Supply / Demand

	2010	2015
Population age 16-90	63,076	65,000
Participation rate	0.49%	0.49%
Number of participants	309	319
Number of greens needed (capacity 16 persons, 2 hr sessions)	1.93	1.99
Over/undersupply (based on current provision)	+0.07	+0.01

- 7.20 The model suggests that based on the above assumptions that demand for bowls greens is roughly equal to current levels of supply.
- 7.21 Other factors to consider include the slight decline in participation rates (which have been observed nationally), and the aging population in Redditch, which will see more people aged 55 or more (key participation group for bowls). While it is unlikely that this will have a significant impact on demand for greens (the two counter-trends should provide some balance). It is important that the current provision is maintained (both in quantitative and qualitative terms).

Tennis

- 7.22 Tennis is a sport which is still largely dominated by delivery through a network of county tennis associations and private members' clubs, supplemented by parks tennis, with local authority courts which provide free-to-play or pay-and-play opportunities, although private members'/racquets clubs such as David Lloyd have also become significant as multi-court hubs and centres of excellence.
- 7.23 Despite numerous recent initiatives and programmes co-ordinated and promoted by the Lawn Tennis Association, there has been no evidence of sustained participation increases.
- 7.24 Cost of facility hire, cost of equipment, lessons, and access to private facilities are all challenges facing the sport on a national level. Participation in tennis can take a variety of forms, from casual pay and play between friends and family, to competitive club matches.

Quantity and location of tennis courts

- 7.25 Map 12 (see Appendices) shows the location (and quality) of tennis courts across the borough and the wider buffer zone. It should be noted that these (with the exception of St Augustines) are multi-court sites.
- 7.26 There are seven sites in total across the Borough, with an additional site just outside the Borough, at Studley Sports & Social Club. These sites provide a total of 26 courts. Of these 26, four do not have public access (Ipsley Middle School). Arrow Vale Community School has the largest number of courts (6) on a single site.
- 7.27 As with bowls, tennis participation is enhanced and supported by the provision of indoor facilities, which complement outdoor courts and provide year-round playing opportunities. In this case, the nearest indoor courts are at Bromsgrove David Lloyd.
- 7.28 The map shows that there is generally good distribution of tennis courts across the borough, although there are some access issues in the centre of Redditch town. The east of the town has the highest level of provision, with three sites (Site 3 – Arrow Vale Community College; Site 10 – Church Hill Middle School; and Site 22 – Ipsley Middle School), although it is understood that there is no community access to the latter.
- 7.29 In general terms, a number of factors affect the accessibility of tennis facilities. These include the geographical location of facilities and travel required, in addition to the membership policy on offer and the capacity to cater for new members.

Quality of tennis courts

- 7.30 The quality of tennis courts has been assessed via club consultation and via site visits, using a non-technical visual assessment (standard proforma). A number of criteria have been examined, specifically:
- **Presence of floodlighting**
 - **Quality and condition of the playing surface and fencing**
 - **Access to ancillary facilities**
 - **Nets**
 - **Line markings**
 - **Secured entrance**

- Adequate run offs
- Information board

7.31 Based on a simple scoring system, each facility has the potential to score a maximum of 100%. The key findings relating to the assessment of quality are shown below as Table 7.2.

Table 7.2 : Tennis Courts with community use – Quality Ratings

Facility Type	% Excellent	% Good	% Average	% Below Average	% Poor	% Very Poor
Tennis	0	18	82	0	0	0

7.32 As shown, the majority of tennis courts within Redditch were rated as ‘average’, this equated to 82% of provision. The above also identifies that 18% of courts were rated as good. Again there was a range of quality scores obtained, with a range of between 53% and 71%.



Site 17 – HDA Social Club



Site 10 – Church Hill Middle School

7.33 The images show a ‘good’ quality court and a ‘below average’ one. In the case of Church Hill Middle School, while the surface itself is of a good standard, it is the lack of ancillary facilities which contributes to the poorer rating – with no changing facilities, floodlighting etc.

7.34 Consultation with the one tennis club located in Redditch also provided a further indication of quality ratings. The HDA/Mettis Tennis Club rated its four courts as ‘very good’ with painted macadam surfacing and floodlighting.

Demand

Local clubs

7.35 As previously noted, our research shows that there is just one club which is based in Redditch – the HDA club, which is based at the HDA Social Club (Site 17). The club is well regarded by the local LTA, and was recently awarded junior programme of the year by the Herefordshire and Worcestershire LTA, with a tennis coaching team which is understood to be dynamic and proactive. The club has an open access membership policy, but does not expect to see significant changes in membership levels.

7.36 In addition, the Studley Social Club has a club attached to its two-court facility (the club also has grass courts fenced, but not currently in use from the visual inspection).

Other demand

- 7.37 Our consultation with clubs and other stakeholders has not identified any significant additional demand for tennis. While schools do appear to deliver the sport in terms of PE and curriculum time, there is no structured inter-school competition. The club offers a focal point for tennis development activity, although it is understood that an LTA development officer will be spending time in the area attempting to promote grassroots participation.
- 7.38 There has been no particular issue raised through consultation that there is any widespread suppressed/latent demand for tennis.

Assessment – Application of Supply/Demand Model

- 7.39 In order to assess the supply/demand balance of tennis courts, we have used our internal model developed for use on other Playing Pitch Strategies across the country. The model uses localised population data and the regional participation rate (taken from Sport England’s Active People survey), along with assumptions on assumed session length and peak hours, to estimate the demand for tennis court space. It should be noted that any supply/demand assessment for tennis courts does not take account of other use of tennis courts – the peak supply figure is difficult to account for given alternative uses eg netball.
- 7.40 The model is worked through below, with figures for current year and 2015 estimate. The ‘total supply’ figure has been derived from taking on only multiple courts, which are available for tennis play. Based on these criteria, the total number of courts available is **15** – 4 at HDA Tennis Club; 3 at Church Hill Middle School; 4 at Ridgeway School; and 4 at Trinity High School.
- 7.41 An additional consideration is that of floodlit court provision. Although the peak season is summer, it is still valuable to have the capacity for evening play. The audits have shown that in fact there are just 4 courts which are floodlit – at HDA Tennis Club. Therefore, aside from at HDA, no evening play can be accommodated from around September to April.
- 7.42 The model results, based on participation once a week, and allowing for 20 peak hours per week, are shown below in Table 7.3.

Table 7.3 : Tennis Supply / Demand

	2010	2015
Population age 6-55	51,424	50,400
Participation rate	0.89%	0.89%
Number of participants	458	449
Number of courts needed (capacity 3 persons, 1 hr sessions)	7.63	7.48
Over/undersupply (based on current provision)	+7.37	+7.52

- 7.43 The model suggests that based on the above assumptions, there is a theoretical oversupply of tennis courts based on the assumed level of demand. However, given that all but 4 courts are on school sites, and there are no audited park courts, there are certain issues with regard to pay-and-play accessibility, as well as facilities which provide a good quality experience.
- 7.44 The future projections suggest that there will be no significant difference in terms of court demand by 2015, however, there will be an ongoing need to ensure that court quality is maintained.

Netball

- 7.45 Played predominantly by women and girls, netball is one of the more popular team sports with female participants. Although the sport has come under increasing pressure in schools, with PE curriculum time being reallocated for other activities, England Netball has had some success in increasing adult participation in recent years, through initiatives such as its Back to Netball programme.
- 7.46 The most recent Active People survey results showed that netball's participant numbers are up by over 26,000, an increase of a fifth in the size of the sport in two years. Netball is one of only 4 sports to increase in participation. There is a reported 145,200 adult participants in England, which has increased from 118,800 two years ago.
- 7.47 England Netball aspires for the sport to be one of the top 10 participation sports in England and the association now has 560,000 participants registered across all membership categories. Participation levels are driven by schemes such as the 'Back to Netball' scheme which is to be launched in Herefordshire and Worcestershire at the beginning of 2011.
- 7.48 Netball has a summer and winter season, played on outdoor netball courts, however training is often facilitated indoors during the winter months, along with indoor leagues where sports hall space can be found.

Quality and location of netball courts

- 7.49 Maps 11 and 12 show the location (and quality) of all MUGAs and tennis courts with multiple courts on offer. In nearly every audited example, tarmac court areas have also been marked for netball use. For practical reasons explored below relating to the capacity needs of the league, we have further split the provision to highlight sites which offer 4 or more netball courts. This is shown in Table 7.4 below:

Table 7.4 : Sites offering 4 or more netball courts

Site Name	Community Use	Number of Courts
Kingsley College / Kingsley Sports Centre	Yes	6
Arrow Vale Community High and Specialist Sports College	Yes	6
Church Hill Middle School	Yes	4
Ridgeway Middle School	Yes	4
Woodfield Middle School	Yes	4
Ipsley CE Middle School	No	4
St Bedes Catholic Middle School	No	4

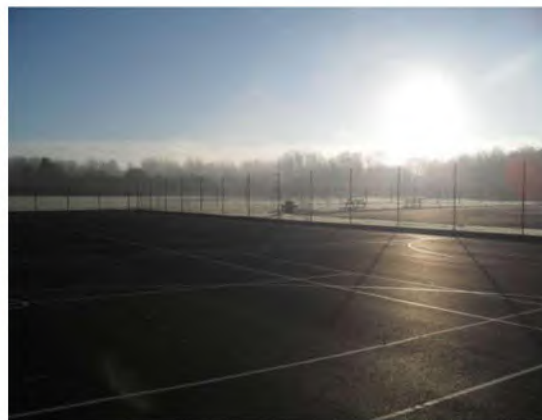
- 7.50 Further analysis of these sites specifically shows some clustering on the east side of the Borough, with only Ridgeway School (Site 31) in the rural Astwood Bank and Feckenham ward, and more limited provision to the west of the authority area.

Quality of netball courts

- 7.51 Site visits were carried out to assess the quality of the netball courts in Redditch. These assessment visits were complemented by consultation with clubs to discuss the condition of facilities they use. As is highlighted below, a number of facilities have been recently improved.
- 7.52 All of the netball courts were rated as either 'average' or 'good'. In terms of specific issues, the assessments highlighted some issues with the posts and nets at Kingsley College (six courts), which do not have nets, although the surface quality is satisfactory. Kingsley, along with Arrow Vale Sports College, are the only sites with accessible community-use changing rooms.
- 7.53 The courts at Church Hill Middle School have been recently resurfaced and remarked, improving their quality overall, although only 3 courts are fenced.
- 7.54 Woodfield Middle School (Site 42) has 3 courts fenced, and a fourth on a lower area which has lower quality markings and lower quality surfacing than the other 3 courts. The 3 courts have partial floodlighting.
- 7.55 Ridgeway School (Site 31) has recently been resurfaced to a high quality and has secure and evidently quite new fencing, however the relatively new line marking has been marked for many sports making it difficult to follow netball markings specifically.
- 7.56 Ipsley CE Middle School (Site 22) and St Bedes School (Site 34) have no community use currently, however both sites have 4 netball courts each. It should be noted that St Bedes uses the courts as a staff overflow car park. The courts at this site have some fencing, but with gaps in fence for car access. The courts at Ipsley CE Middle School have recently been remarked and the surfacing is of good quality.
- 7.57 In addition to the audit visits, clubs were also asked to express their views on the quality of netball facilities. Clubs noted some issues with the surface at Kingsley Sports Centre and slipping problems. Arrow Vale Community College was used by the league during the resurfacing of Kingsley. Several clubs rated these facilities as poor. 57% of clubs rated Kingsley College facilities as 'good'.



Site 31 – Ridgeway School



Site 22 – Church Hill Middle School

Demand

Local clubs

- 7.58 Information provided by England Netball and the Redditch Netball League has identified 25 clubs across the Borough, which make up around 34 teams in the summer league (4 divisions) and 16 teams in the winter league (2 divisions).
- 7.59 The league is understood to have grown in recent years, from two to four divisions. Games are held on Sunday mornings in the winter, and on weekday evenings in the summer seasons, on Monday-Thursday.
- 7.60 The winter league works on a two week cycle, with each team playing every other week. The summer league is structured so that teams play each week. All matches are held at Kingsley School – as one of two six-court facilities in Redditch.

Other demand

- 7.61 Other demand and team equivalents include potential school use, and training time required by clubs. In terms of club training, there has been some feedback that there are limited opportunities – some clubs cannot train in the Borough as a result of lack of facilities.
- 7.62 Redditch Netball Club has considered moving to Alcester training facilities due to this problem, as they have 5 teams. Nags Head Ladies Netball Club, Lodge Park Ladies Netball Club and the Redditch Netball League have all stated that the only time offered to netball clubs for training is between 9-10pm – there is a sense that indoor football particularly is being prioritised. Three of the 7 clubs report a lack of appropriate local facilities as an important issue.

Latent and displaced demand

- 7.63 Consultation has not identified significant displaced play in terms of clubs playing matches outside of the Borough (perhaps due to the structure and capacity of the league) however, there are concerns that clubs cannot get access to indoor training opportunities. This has also been problematic with England Netball struggling to find local venues for courses for umpires, coaches etc. Cost of hire increases might drive clubs/the league away from the town.

Club views – demand and capacity

- 7.64 Consultation with clubs has highlighted some key issues as follows:
- **Capacity:** Several clubs have capacity for new members
 - **Membership Change:** Slight increases anticipated over next five years by just over half of respondent clubs
 - **Club Charter Standard:** 2 clubs have ClubMark accreditation
 - **Where are players from:** Across Redditch and slightly further a field in all directions
 - **Latent/Suppressed Demand:** No significant issues are reported
 - **Facility Quality:** Quality of pitches is considered generally satisfactory – there is some need for regular maintenance and some updating of existing posts/nets etc
 - **Facility Preferences:** There is a need for good quality facilities within Redditch

Ancillary/changing facilities

- 7.65 The audit and consultation confirms that ancillary/changing facilities are available at Kingsley College for match play – this is available if an additional hire cost is paid. Other training facilities used offer a variable quality and access to changing/ancillary facilities.

Court access

- 7.66 Accessibility has been considered from a number of perspectives – firstly the geographical location of facilities in terms of proximity to quality facilities and average travel distances. The clubs and netball league suggested that the majority of players do use private transport (car) to travel to matches, however, the issue of ensuring that netball facilities are accessible to younger players, or those using public transport, was raised.
- 7.67 The affordability of hire for matches in the Redditch League is generally quite good (although it was suggested that benchmarking with Bromsgrove shows Redditch to be quite expensive). Clubs showed there is variation in terms of their own hire of training facilities where needed.

Assessment – Application of Supply/Demand Model

- 7.68 Netball is not a sport which is assessed by the Playing Pitch Model, however, a consideration of the supply/demand balance can be found using the principles of the model to identify the peak demand and capacity.
- 7.69 As with hockey, netball can be delivered on the basis of offering ‘match slots’ as there are fewer restrictions on playing capacity, match times etc.
- 7.70 The audit has identified that the Summer League is the most popular league – there are 34 teams registered, playing matches every week, on four nights of the week. The most popular night (seemingly arbitrary) is Monday, with five games having been scheduled in 2010. On this basis, the calculation to illustrate supply and demand is shown below in Table 7.5.

Table 7.5 : Netball Supply / Demand

Step	Results	Comments
Identify teams	34 teams	Summer league registered teams only
Calculate home games per Week	0.5	Teams all play at Kingsley School – central venue league – with ‘home’ and ‘away’
Total games per week	17	Figure shows total ‘match slots’ required
Total demand on peak day	5 courts	Peak demand on one night (of four)
Match slots available	24	Based on 1 slot per court, per night

Netball Assessment – Current

- 7.71 The table shows that on the peak demand day of Monday, there is a regular need for 5 match slots to accommodate the 10 teams which play (based on only one match slot per evening), creating a Peak Demand oversupply of 1 match slot.
- 7.72 On the other evenings, there is a need for no more than 4 match slots. The total demand for match slots a week is therefore 17, against a supply of 24 slots (assuming all six courts, on four evenings a week). This shows a theoretical oversupply across the week of 7 match slots. The modelling suggests that the access to a six-court facility is necessary, to accommodate the peak demand of five matches.

Netball Assessment – Future

- 7.73 The level of quantitative provision, as shown by the model, suggests that there is an adequate quantitative supply of courts which should more than account for any future participation increase (although the Back to Netball scheme which launches in January 2011 should provide useful background to highlight any latent demand). Additionally, the model run has only been based on provision at Kingsley, and takes no account of other facilities (Arrow Vale Sports Centre particularly) which could theoretically host netball league fixtures.

Key findings/Recommendations: Netball

Key Findings:

- 1. The supply/demand model results show that there is currently a theoretical surplus in quantitative provision equivalent to 1 match slot on peak demand day, with 7 slots available across the week. This is consistent with our consultation findings.**
- 2. According to projections, by the end of the study period, it is unlikely that there will be any significant change in terms of demand for match slots, but there is capacity and scope to rearrange fixtures within the current supply. However, if the league relocates, this will effectively remove all netball from Redditch.**
- 3. The only facility which is used by the Netball League is Kingsley, due to having six courts, floodlighting and changing. This level and size (6 courts) of facility is required to host the league effectively – only one other site in Redditch is potentially viable. Investment should be focused on Kingsley to improve its quality and appeal.**
- 4. The quality of netball courts is generally adequate, although some clubs have noted issues about the quality of provision (at Kingsley and elsewhere).**
- 5. There is a shortage of training facilities (particularly indoor) for netball teams – explore opportunities for securing indoor slots/supporting local clubs.**

Golf

- 7.74 Although in recent years, membership numbers (at both private and municipal golf courses) have been in steady decline, golf is still a popular sport, particularly with males, and especially in certain geographical areas and socio-economic groups.
- 7.75 Recent development and growth objectives of the English Golf Union (through the Golf Foundation) – the governing body for the amateur game in England – have focused around increasing participation in young people particularly – through initiatives such as Tri-Golf and Golf Xtreme – two versions of the game which have been designed to target and engage young people.
- 7.76 Other general trends in the sport include increased flexibility with regard to memberships – many clubs now offer special deals, reduced prices, group membership (with other clubs), or are opening their doors to non-members.
- 7.77 This section is a review of the current facilities within Redditch, the golf development pathway, and assessment of how the player pathway is facilitated. There is no recognised ‘supply and demand’ assessment which assesses over or under supply of golf facilities. The report is rather an overall review of the quality and offer of facilities and how these might be improved.

Supply

Quantity

- 7.78 Our audit information, together with information from the Golf Foundation’s development team and research from the Sport England Active Places Power database shows that there are three golf courses in Redditch. These are highlighted below, with key information about their access and facilities.

Table 7.6 : Redditch Golf Provision

Site Name	Driving Range (Bays)	Golf Course (Holes)	Ownership	Access Type
Redditch Golf Club	-	18	Private	Private Use
Pitcher Oak Golf Club	-	9	Public	Pay & Play
Abbey Hotel Golf Club	12	18	Private	Pay & Play

- 7.79 The table illustrates that there are two full 18-hole golf courses, with the smaller Pitcher Oak 9-hole, 18-tee course also offered.
- 7.80 In addition to the above, there is a second driving range (14 bays) with Par 3 course, just outside the Borough, on the Redditch side of Studley, and the Redditch Golf Academy, to the south of the borough, in Holberrow Green. This recently refurbished facility has 26 bays and shop, and is the base for three PGA professionals, making it the best practice facility in the Redditch area.

Quality & Access

- 7.81 Golf visits and quality assessments were not undertaken as part of the study scope, however significant consultation was carried out with development officers from the Golf Foundation/EGU, with council officers, and with clubs themselves to identify quality and access issues. In terms of accessibility, the key considerations are around the management structure, membership criteria, cost etc.

- 7.82 The consultation has indicated that the best quality course in the borough is Redditch Golf Club. A traditional members' club, the facilities are kept to a high standard, with good quality maintenance and greenskeeping offering good quality golf for private members and some limited visitor play on weekdays. The pricing structure is the most expensive in Redditch. Membership entails paying a joining fee of £950, while 7 day membership is around £850 per year. Visitors can play Monday to Friday.
- 7.83 Abbey Hotel also offers an 18 hole course, with 12-bay driving range. It is understood from the club and the EGU, that there are plans for the driving range to be updated and improved in the next 12-18 months, as the quality at present is understood to be below average. Visitors can play the course at any time, subject to paying a mid-price green fee. In the winter, various promotions and offers are available (some relating to stays at the hotel), and some affordable prices are available. Membership is also available at £560 pa.
- 7.84 The Pitcher Oak Course is owned by the Council and offers 9 holes, with 18 tee positions, on a largely pay and play basis (although memberships are being increased). The course is ideally suited to beginners and younger golfers, and as such, has been used as a hub for golf development by the EGU and the resident golf professional. Due to scale and budgets, the course is not maintained to a private club standard, but offers a satisfactory experience for the right market. Access is aimed at all groups, with beginners and those on low incomes catered for with competitive green fees.

Demand

- 7.85 Active People 4 suggests that the participation rate (adults of 16+ years) for golf in the West Midlands is 1.99%. While this is down on AP2 levels, it is still roughly level with national participation rates (2.04%). When applied to the population of Redditch borough, we can make the following approximation with regard to regular participants.

Population 16+ years	63,076
x Participation Rate – 1.99%	
= Regular Participants	1,255

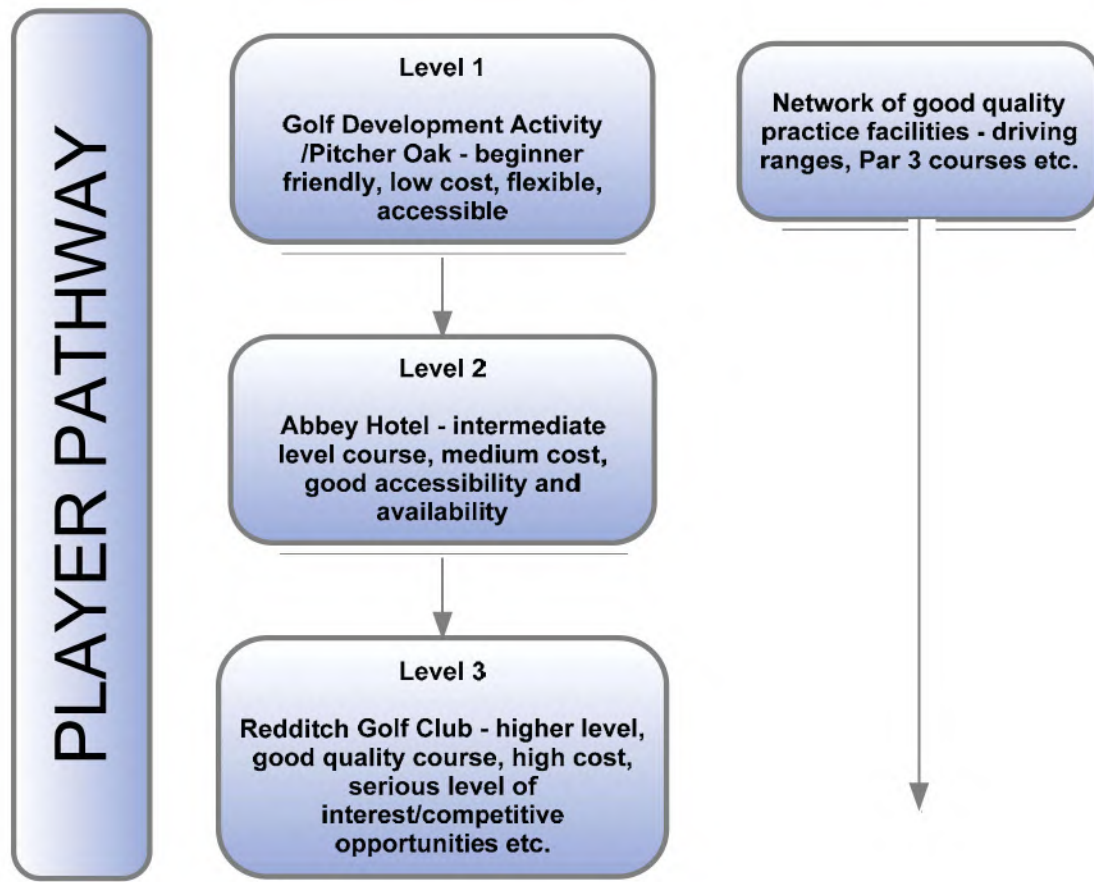
- 7.86 The table shows that based on the application of a broad local participation rate, it can be estimated that there are around 1,255 regular adult golfers in Redditch (however, not all will necessarily play in the Borough).
- 7.87 On the basis of each participant playing once a week, this is equivalent to 1,255 rounds a week, or based on an average of three players per tee time, the demand for 418 tee times per week. During Summer, based on a nine-hour day and eight-minute intervals, the total capacity is 65 tee times per course per day, or 455 tee times per week.
- 7.88 In simple terms, it is evident that the three courses (3 x 455 tee times each = 1,365 tee times) can theoretically meet the total demand, however, this approximation does not take account of the 'peak demand' periods on the weekend. It is difficult to precisely estimate the numbers of players who prefer/are only able to play on Saturday/Sunday, but typically, this would be a very large percentage.
- 7.89 In terms of membership demand, it is evident from consultation with the clubs that all three have some capacity for new members, although Redditch GC has suggested that there is a waiting list, implying there may even be some latent demand for memberships. There has been some natural turnover of members, but in general, the club suggests that demand is still quite strong.
- 7.90 At the other end of the spectrum, there has been significant improvement in membership numbers at Pitcher Oak – this is now at around 260 members, from only 60 in the past 18 months. It is believed that membership levels are approximately the same at Abbey Park, due to the challenge of scheduling members and non members' use. However, there is some considerable uncertainty around the future of Pitcher Oak, and the ongoing management arrangement (the current Golf Partnership which runs the facility may not have a medium/long term involvement).

Other demand

- 7.91 Consultation has highlighted the local strength of golf development activity in the Redditch area. It is being spearheaded with officer support from the EGU/Golf Foundation, and with the efforts of a golf professional at Pitcher Oak who has taken a proactive and positive approach to grassroots development of the sport and delivers Tri Golf and Golf Xtreme sessions.
- 7.92 The time and effort spent in improving access in schools has already had a positive impact on participation among junior members, with competitive membership prices aimed to keep access for all. It is understood that nearly 100% of schools in Redditch have been involved in golf at some point. Worcestershire as a county is performing well in national comparisons, with Redditch one of the best authority areas within the county, however, it is recognised that community network development in golf – from first engagement to club joining – can take up to 18 months.

Conclusions and Options

- 7.93 It is evident from the audit and consultation that the rudiments of a solid structure to encourage greater participation in golf are in place. In facility terms, while the network of facilities is small, there is demonstration of a hierarchy to encourage player development, illustrated below:



- 7.94 The diagram shows that there is a sense of progression, from first engaging with beginners, either on the driving range, or in development work at schools etc, which is mirrored by facility provision (a critical part of the sport).

- 7.95 From here, the partnership with the Pitcher Oak facility offers an opportunity to provide on-course experiences and develop skills, leading on to the other facilities as and when players become financially able and technically proficient. It is important that new players can be introduced to the sport in a low-cost, non-intimidating environment.
- 7.96 Underpinning all stages is the need for good quality practice facilities – particularly driving ranges and practice areas – putting/chipping greens etc. Consultation with the EGU has highlighted that this needs to remain a priority. The proposed improvements to the practice facilities at the Abbey Golf Club could have a positive impact provided the accessibility and cost are conducive to encouraging participation.
- 7.97 On the assumption that the necessary levels of investment be channelled into the facilities, and with the support of ongoing development work, there is no reason to think that golf participation levels cannot be sustained, or even improved in coming years., which could cause capacity issues within Redditch.

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white, cylindrical pole stands vertically. The background beyond the field is blurred, showing trees and a clear sky.

Section 8

Key Issues, Conclusions and Recommendations

8 Key Issues, Conclusions and Recommendations

Introduction

- 8.1 This section of the report provides an overview of the assessments and key findings from the study process, with conclusions and recommendations based on the circumstances within Redditch to address gaps and deficiencies.

Policy Options Appraisal

- 8.2 A number of policy options have been considered in order to meet the needs identified. The general context in Redditch is not dissimilar to that of many other local authorities, many of which are seeking ways to deliver high quality sport, leisure and recreational opportunities, against a backdrop of reduced funding availability and tightening budgets. However, it is of note that the supply/demand process has not identified any substantial over/undersupply of facilities – the options are considered in this light.
- 8.3 A number of potential considerations are summarised below in Table 8.1.

Table 8.1 : Policy Options

Policy Option	Key Considerations	Application in Redditch
Re-designation – changing the use of existing pitches	Most appropriate when there is a large surplus in provision for one sport, and deficiency in others, particularly in relation to winter sports. It is normally particularly relevant for football where junior and mini soccer provision is relatively easy to provide on existing adult pitches.	Re-designation of existing senior football pitches which are clearly surplus to provision would help to address identified current and future deficiencies in junior football.
Development of dual use and education facilities	A sound option if there is a large stock of high quality education facilities not in community use and commitment from schools to open their facilities for use. Opportunities reduced since announcement of withdrawal of Building School for Future (BSF).	There is some potential within Redditch to develop education facilities. Two dual-use facilities do already have extended community access. Not all facilities are of suitable standard or appropriate for wider community use. Three-tier educational system creates additional issues with middle schools not typically requiring adult pitches.
Enhancing carrying capacity through improving quality of pitches	Suitable approach when there is potential to improve several sites and increase number of games sustained on pitches.	Some pitches are of an average quality and could be improved, however, there is a preference for only strategic sites (ideally multi-pitch) to be brought forward, with appropriate ancillary facilities etc. Predisposition away from single pitch sites.

Policy Option	Key Considerations	Application in Redditch
Bringing into play unmarked and disused facilities	Viable if there is land available that could be used for playing pitch provision which is currently disused or unmarked and could address some deficiencies.	No clear deficiencies in Redditch of particular concern. Few disused sites identified.
Management options including long term leasing of pitches, community asset transfer etc	Most appropriate where there is a track record of more effective investment, access to external funding, improvements in quality etc, and where there is capacity to accommodate additional demand generated by new clubs/teams.	Could work in Redditch given there is generally adequate/surplus provision. Precedent has already been set by cricket/rugby/hockey club which has facility management responsibilities along with development role, as well as Pitcher Oak Golf Course, managed by golf partnership. Requires strong partners to function effectively.
Develop new facilities on new sites	Generally a 'last resort' approach when all options have been explored given the capital cost implications.	Probably not necessary in Redditch given levels of supply/demand balance – no strategic needs identified by clubs or NGBs.
Create opportunities for increased female participation	Necessary where there are deficiencies in female participation/feedback on unsuitable provision. Often related to development work and quality of ancillary facilities.	Some evidence that there is scope to improve women/girls' participation in football and cricket particularly. Process commonly needs to be driven by local clubs and NGBs.
Rationalisation of existing pitches	Can be appropriate when a clear surplus of pitches exists, taking into account pitch re-marking, re-allocation to address other deficiencies, and allowing some contingency for resting and rotation.	Could be some opportunities within Redditch given surplus in football pitches (all other sports not viable). Critical that any rationalisation be accompanied by investment and improvement of remaining stock to account for increased usage etc. Currently the average/poor pitches can be rested due to oversupply.

8.4 It is evident from the assessment findings that no single policy option will provide a suitable direction for the provision of sports facilities across the Borough, and that a varied approach may be required.

Local Standards

8.5 In this section a number of recommendations for local standards of provision are made. The assessment findings are drawn upon to recommend the levels of provision required to meet anticipated future demand in terms of quantity, quality and access.

8.6 The need to set Local Standards for future playing pitch provision reflect the policy guidance of PPG17 (of which Towards a Level Playing Field is a recognised and required component), which requires that quantity, quality and accessibility standards are applied following audit and assessment, to inform future planning policy and delivery of provision. Standards are set on the basis of required provision to meet both current needs and, where estimations have been possible, future demand and growth anticipated within specific sports.

8.7 Local standards have been set in relation to quantity and quality, based on:

- **Assessment results and the adequacy of current provision to meet known and estimated demand**
- **Anticipated changes to demand based on current participation rates**
- **Anticipated changes to demand based on participation increases and demographic changes**
- **Current and desired quality of facilities**

Quantity Standards

8.8 Quantity standards have been derived on the basis of the assessment results and estimations of future demand. The recommended standards reflect the assessment results and findings of local consultation. Standards have been set to reflect requirements to meet peak demand.

8.9 For the purpose of setting standards, the assessment has been undertaken for each sport and appropriate sub-categories where different types or specification of pitch are required. This specifically concerns football where mini soccer teams and youth teams require appropriately sized pitches.

8.10 It is also prudent to ensure that there is an adequate surplus to enable pitches to be taken out of use periodically for major renovation works. Advice from Sport and Landscape Development (a specialist natural turf consultancy) indicates that spare supply at least equating to 10% of the total required number of pitches is necessary. This effectively allows every pitch to be taken out of use for a season once every ten years. This allows time for any essential renovation and re-installment of drainage works. A summary of the quantitative findings is shown below as Table 8.2, with figures rounded.

Table 8.2 : Quantitative Position

Pitch Type	Current Provision	Required Provision	Surplus or Deficiency at Peak Demand
Mini Soccer	19	14	+5 pitches
Junior Football	3	12	-9 pitches
Senior Football	30	17	+13 pitches
Cricket	3	4	-1 pitch
Rugby	2	9	+7 pitches
Hockey (full-size AGP)	3	8 match slots	+4 match slots (1 AGP)

Pitch Type	Current Provision	Required Provision	Surplus or Deficiency at Peak Demand
Bowling Greens	2	2	Supply/Demand even
Tennis Courts	26	8	+18 courts
Netball	24	17	+7 match slots

- 8.11 The table shows that there are theoretical surpluses in most pitch/court types – fairly substantial surpluses in adult football, rugby (although this includes school provision), hockey and tennis courts. However, it is important to recognise that in some cases (particularly in football), we know that junior play takes place on senior pitches (although the extent of this has not been comprehensively identified). In management terms, this is a difficult issue, as reducing the pitches in size to suit younger players then removes them in terms of adult use. However, given the size of the theoretical oversupply, this is certainly a viable consideration in Redditch, and might improve the experience/quality of pitches for youth football.
- 8.12 Due to comparatively modest population growth projections, and the aging profile of this population, it is anticipated that the overall demand for pitches and courts is unlikely to increase dramatically in the next 5 years. Given the additional pitches which are held on education sites, if there are unanticipated increases in demand, provided pitch sites are not removed, it is likely that sufficient reserves are held.

Quality Standards

- 8.13 Quality standards have been set on the basis of the quality assessment results and the categorisation of scored pitches, greens and courts using the Towards a Level Playing Field toolkit, and one based on PPG17 assessment.
- 8.14 The recommended quality standard is that a ‘Good’ rating should be achieved by all pitches, courts and ancillary facilities (although it should be noted that not all sites are in Council ownership). As is highlighted by Maps 4 & 5 in the appendices, and as has been flagged in this report, there are a number of sites which are below average/poor in quality. As has been shown by our assessments, as well as consultation with clubs, officers and key stakeholders, in most cases, the key challenge in Redditch is not one of quantitative shortfalls, but of quality.
- 8.15 This is a particular problem with ancillary facilities – of the 24 ancillary scores, just 25% were either ‘Good’ (5) or ‘Excellent’ (1). In the case of the one excellent facility (Site 21 Icknield Street Drive) the changing facilities are not immediately adjacent to any pitches. Over half the scores were ‘Very Poor’. From a Council perspective, hub sites such as Greenlands (Site 15); Old Forge/Pathways/Washford Drive should have changing facilities suitable to meet their needs.

Accessibility Standards

- 8.16 Accessibility in terms of pitch provision is influenced by a number of factors. Firstly, in terms of the location of facilities and their proximity to where people live, and how they travel to them. Other influences on access include:
- **Quality - some teams will play at higher standards than others and as result may require higher specifications of facility provision**
 - **The cost of hire fees and charges can also affect access**

- The presence of ancillary facilities also has a significant bearing on access – some leagues will not permit teams to play at venues not adequately served by changing rooms
- Opinions on the ‘acceptable’ distance for travel vary from sport to sport (and club to club)
- Ownership, management and security of tenure are key – pitches may exist but may be unavailable for hire etc

8.17 The small geographical size of the Borough and the tendency towards car usage to access facilities means that this is a secondary issue, however, all the other points above are considerations in Redditch.

Recommendations

8.18 The general strategy for pitch/sports provision should be underpinned by the following strategic principles:

- Maximise current assets and be generally protective of current provision
- Work in partnership – particularly with other facility providers, such as private clubs, local schools etc
- Maximise current investment opportunities and adopt prioritisation of sites to guide this
- Prioritise multi-pitch and multi-sport sites in the first instance

8.19 Main recommendations include:

Recommendations	
1	<p>The re-designation of existing good quality surplus senior football pitches to junior pitches to address the current and future deficits in this type of provision, and realise a stock of high quality, high carrying-capacity pitches.</p> <p>Based on this assessment, re-consider whether all existing senior football pitches continue to be marked and as such provide the opportunity to de-classify some existing pitch sites and retain as green space in for a range of informal uses, and potentially future pitches as demand requires.</p> <p>The type of senior football pitch that would be a priority for re-designation to junior provision would ideally be a good quality pitch, preferably multi-pitch or with the potential to become so, ideally with provision for training, served by at minimum toilets suitable for junior players.,</p> <p>However, given the lack of senior facilities which meet these qualitative standards, it is unlikely that this will be entirely viable as a measure in its own right – it is important not to improve junior pitches at the expense of senior pitches.</p>

2	<p>Use the findings of the assessment together with the Quality / Value matrix to prioritise investment in playing pitches and ancillary facilities</p> <p>The type of site that would be a priority for investment would be an existing good quality multi-pitch site, or have the potential to become so (multi-pitch meaning mini, junior and senior pitches for either one sport, or a range of sports, plus ideally at least synthetic training provision), have existing changing provision of reasonable quality and that meet the needs of all users i.e. women and girls, disability participants etc (or facilities that could become so with limited investment).</p> <p>Council and education pitches should be considered under this category.</p>
3	<p>Consider rationalisation of existing pitch stock, to focus on fewer high quality sites.</p> <p>The type of site that could potentially be considered for rationalisation would be one with a single pitch, where a pitch(es) is poor quality, and where there is poor quality or no changing facilities (or limited facilities i.e. no provision for women and girls, or not compliant with DDA).</p> <p>If poor quality pitches can be replaced with better quality provision through either re-designation/opening up access to other existing pitches on school sites, any capital gained through sale of sites should be ring-fenced for re-investment into pitch development and changing room improvement.</p> <p>Examples include Coppice Meadow (a single mini soccer pitch of average quality, with very limited ancillary facilities).</p>
4	<p>Given the findings of the assessment and the reliance on Council facilities (particularly in football) there is a need to strengthen and develop partnership working with private providers, Governing Bodies and neighbouring authorities. A sports forum could be used to facilitate this, and would provide the opportunity for regular dialogue and conversation between key partners.</p> <p>This is particularly significant for the cricket/hockey/rugby club, as well as Redditch Utd – as the leading sports clubs in the area, as well as providers of good quality facilities, they need to be supported to increase capacity and improve participation opportunities/sports development work.</p>
5	<p>Explore and develop closer partnership working with Education and the role of school facilities to support mini and junior sports and potentially provide additional community accessible facilities, particularly for indoor training – cricket, netball etc. The community use of Arrow Vale offers a suitable template for further consideration.</p> <p>There is a likely need for this recommendation to be supported by revenue funding to support additional maintenance costs and administration relating to pitch bookings.</p>

6	<p>Undertake a full condition survey on changing facilities to identify the likely costs of improvements at the present time. Further surveys should be undertaken at regular intervals to identify any remedial work that may be required, any additional disability access requirements and provide an estimated lifespan for the building.</p> <p>Specific attention should be given to the main sporting hubs such as Greenways; Redditch Cricket, Hockey and Rugby Club; Morton Stanley Park; Old Forge/Pathways/Washford Drive.</p> <p>Further strategic consideration should be made of Icknield Road, and utilising the high quality changing facilities which are there.</p>
----------	--

Identification of key sites

- 8.20 In order to identify key sites and set a framework for future development and prioritisation, we have used a Quality/Value Matrix, which uses the results of the audits to establish quality, and also the potential for improvement. Sites with more than one pitch, and catering for more than one sport, are viewed as higher value. Low value sites are typically single pitch sites with no changing facilities, or which are underutilised.
- 8.21 The results of the quality/value assessment are shown below in Table 8.3.

Table 8.3 : Quality / Value Matrix Site Classifications

Site Classification	Likely Action	Sites
High Quality / High Value	Protect Site	<ul style="list-style-type: none"> • Abbey Stadium • Arrow Vale Sports Centre • Kingsley High School • Redditch Cricket, Hockey & Rugby Club • St Augustin’s High School • Trinity High School
High Quality / Medium Value	Protect Site / Enhance Value	<ul style="list-style-type: none"> • Morton Stanley Park
High Quality / Low Value	Enhance Value / Change Use	<ul style="list-style-type: none"> • Astwood Bank Cricket Club
Medium Quality / High Value	Improve (High/Medium Priority)	<ul style="list-style-type: none"> • Greenlands

Site Classification	Likely Action	Sites
Medium Quality / Medium Value	Improve (Medium Priority)	<ul style="list-style-type: none"> • Old Forge
Medium Quality / Low Value	Improve (Low Priority)	<ul style="list-style-type: none"> • Feckenham Cricket Club
Low Quality / High Value	Improve (High Priority)	<ul style="list-style-type: none"> • HDA Social Club • Ridgeway School
Low Quality / Medium Value	Improve (High Priority)	<ul style="list-style-type: none"> • Church Hill Middle School • Pathways • Washford Drive • Woodfield Middle School
Low Quality / Low Value	Low priority for redevelopment/improvement	<ul style="list-style-type: none"> • Birchfield Road Playing Fields • Coppice Meadow • Feckenham Playing Fields • Headless Cross


**** It is recognised that the use of some of these sites e.g. school playing fields cannot be changed /disposed of without agreement**

8.22 The results of the matrix should not be assumed to be a definitive source of information. For example – Feckenham Playing Fields should be showing a higher value because it is the only facility available. Nevertheless, it does provide a broad sense of the key sites within Redditch, and where there may be quality improvements required/prioritised in order to have greatest impact. There are existing pitch sites which could provide a future ‘hub’ focus in terms of both training and competition.

8.23 Investing in the identified priority sites will help in developing and establishing a hierarchy of playing pitch/sports provision across Redditch, as shown by the following categories:

- **Multi-pitch sites providing for a number of sports; good quality pitches; good quality ancillary provision appropriate for all users; on-site training AGP facility/ies (floodlit)**
- **Multi-pitch sites providing for the training and competition needs of one sport; good quality pitches; good quality ancillary facilities, appropriate for all users; floodlit AGP training facility**
- **Multi-purpose pitch site; good quality pitch capable of supporting use for e.g. football and cricket; floodlit AGP facility; good quality ancillary facilities appropriate for all users**

- **Multi-purpose pitch site; good quality pitch capable of supporting use for e.g. football and cricket; floodlit training facility; good quality ancillary facilities appropriate for all users**
- **Multi-purpose pitch site; good quality pitch capable of supporting use for eg football and cricket; good quality ancillary facilities appropriate for all users**
- **Single pitch site; good quality pitch; good quality ancillary facilities, appropriate for all users; floodlit training facility**
- **Single pitch site; good quality pitch; good quality ancillary facilities, appropriate for all users**
- **Single pitch site; good quality pitch; good quality ancillary facilities, appropriate for all users; training facilities**
- **Single pitch site; good quality pitch; good quality ancillary facilities, appropriate for all users**

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass. In the mid-ground, a white goalpost stands on the left, and a soccer goal is visible in the center. The background is slightly blurred, showing a clear sky and some distant trees.

Appendix 1

Participation / Market Segmentation Data

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

Sport and Participation Context

A study of data provided by the Active People surveys can provide greater detail on the sporting context and the Borough's current performance in terms of meeting Key Performance Indicators around participation and engagement. The Active People survey conducted in 2005/6 by Ipsos MORI, on behalf of Sport England, is the largest ever survey of sport and active recreation to be undertaken in Europe.

A telephone survey of 363,724 adults in England (aged 16 plus), it provides reliable statistics on participation in sport and active recreation for all 354 local authorities in England at a local level (a minimum of 1,000 interviews were completed in every local authority in England).

The survey was updated in 2008/9 with a second set of interviews, to identify where any changes might be found, with a third survey completed in 2009/10. It should be noted that the survey sample sizes in AP2 and AP3 were only 500 in Redditch. The data identifies how participation varies from place to place at a local authority level and between different groups in the population. The survey also measures the proportion of the adult population that volunteer in sport on a weekly basis, are club members, are involved in organised sport/competition and receive tuition or coaching, as well as overall satisfaction with levels of sporting provision in the local community.

The survey also allows the analysis of national data on a sport by sport basis in line with the remit of this study, with the following sports presented:

- **Football**
- **Cricket**
- **Rugby Union**
- **Hockey**
- **Tennis**
- **Golf**
- **Netball**

The results are shown below as below with the results from Redditch (source AP3) shown for comparison where available.

Sports Participation

Football	Redditch	National		
Description	AP3	APS1	APS2	APS3
Percentage of adult population participating in Football at least once in the last four weeks	9.81%	7.15%	7.58%	7.44%
Percentage of adult population participating in Football for at least 30 minutes at moderate intensity at least once in the last week		4.97%	5.18%	5.08%
Percentage of Football participants who have had tuition in the last 12 months			14.70%	11.92%
Percentage of Football participants who have taken part in competition in the last 12 months			30.63%	31.14%

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

Cricket	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Cricket at least once in the last four weeks	0.12%*	0.93%	1.01%	1.02%
Percentage of adult population participating in Cricket for at least 30 minutes at moderate intensity at least once in the last week		0.48%	0.49%	0.49%
Percentage of Cricket participants who have had tuition in the last 12 months			20.19%	16.07%
Percentage of Cricket participants who have taken part in competition in the last 12 months			37.89%	35.29%
Rugby Union	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Rugby Union at least once in the last four weeks	0.4%*	0.66%	0.76%	0.74%
Percentage of adult population participating in Rugby Union for at least 30 minutes at moderate intensity at least once in the last week		0.46%	0.56%	0.50%
Percentage of Rugby Union participants who have had tuition in the last 12 months			56.84%	56.21%
Percentage of Rugby Union participants who have taken part in competition in the last 12 months			61.72%	60.53%
Hockey	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Hockey at least once in the last four weeks	2.41%	0.35%	0.38%	0.37%
Percentage of adult population participating in Hockey for at least 30 minutes at moderate intensity at least once in the last week		0.23%	0.24%	0.23%
Percentage of Hockey participants who have had tuition in the last 12 months			52.79%	52.06%
Percentage of Hockey participants who have taken part in competition in the last 12 months			66.82%	60.69%

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Tennis at least once in the last four weeks	3.44%	2.15%	2.27%	2.37%
Percentage of adult population participating in Tennis for at least 30 minutes at moderate intensity at least once in the last week		1.12%	1.18%	1.27%
Percentage of Tennis participants who have had tuition in the last 12 months			19.5%	18.71%
Percentage of Tennis participants who have taken part in competition in the last 12 months			18.05%	18.83%
Golf	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Golf at least once in the last four weeks	4.53%	3.6%	3.7%	3.5%
Percentage of adult population participating in Golf for at least 30 minutes at moderate intensity at least once in the last week		2.2%	2.3%	2.15%
Percentage of Golf participants who have had tuition in the last 12 months			26.5%	27.2%
Percentage of Golf participants who have taken part in competition in the last 12 months			48.9%	46.8%
Netball	Redditch	National		
Description		APS1	APS2	APS3
Percentage of adult population participating in Netball at least once in the last four weeks	0.5%*	0.4%	0.45%	0.46%
Percentage of adult population participating in Netball for at least 30 minutes at moderate intensity at least once in the last week		0.27%	0.29%	0.32%
Percentage of Netball participants who have had tuition in the last 12 months			42.8%	40.4%
Percentage of Netball participants who have taken part in competition in the last 12 months			49.8%	47.2%

*Result shows fewer than 5 respondents from 500 sample had participated in these sports

The table shows that in terms of participation in the main pitch sports, there has been growth noted on a national level in two sports. Both football and rugby union have recorded an increase in participation overall, although both have also seen a dip from AP2 to AP3. The only sport to have noted consistent increases year on year is cricket. However, as an overall picture, it can be seen that in general, sports participation is relatively static.

When compared with the national picture, participation in Redditch across the key pitch sports is variable. In football, participation is significantly above the national average, however, there were fewer than 5 respondent for both cricket and rugby union, although participation in hockey is shown to be significantly higher. This shows that in literal and relative terms, football is the most popular pitch sport in Redditch.

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

In addition to the sports within the standard Playing Pitch Strategy model, the Active People data suggests that participation levels in tennis and golf particularly are higher than the national average – with 3.4% having played tennis, and 4.5% golf, compared with 2.4% and 3.5% respectively.

Headline findings

Active People provides data on six Key Performance Indicators (KPIs) and operates a simple traffic light system by quartile to show immediately whether that level of performance is in the top 25% (green), middle 50% (amber) or bottom 25% (red) nationally. A comparison of the Borough's position against the regional and national average is shown in Table 2.4 below.

Headline Key Performance Indicators

KPI	Description	AP1	AP2	AP3	Region (AP3)	National (AP3)
1	Participation at least three days a week at moderate intensity for 30 minutes	19	22	20.8	20.1	21.6
2	At least one hour a week volunteering to support sport	4.2	5	3.6	4.7	4.7
3	Member of sports club	21.9	25.8	22.6	22.8	24.1
4	Received tuition from instructor or coach in past 12 months	16	18.5	16.9	16.2	17.5
5	Taken part in organised competitive sport in past 12 months	12.1	15.1	14.3	13.3	14.4
6	Satisfaction with local sports provision	68.7	62.2	72.2	66.8	68.4

The table shows that Redditch as an authority is in the third quartile for five of the six KPIs.

In KPIs 1 to 5, Redditch was in the bottom quartile in the original Active People survey. With the exception of KPI 2 – volunteering – this performance has been improved, and the borough is now in the third quartile, although in nearly all cases, there has been a drop off between AP2 and AP3.

An increase in overall participation and engagement is illustrated by KPI 1 – the number of adults participating in 3 x 30 minutes of sport a week – which has increased slightly from AP1 to AP3 – from 19% to 20.8%.

Redditch is shown to be broadly reflective of the West Midlands region as a whole, with minor differences across most of the KPIs, with the exception of the satisfaction with local sports provision, which is above both the national and regional average (having increased significantly from AP2), suggesting that in the main, local people appear satisfied with the quality of the facilities and services offered.

Key local socio-economic factors such as unemployment, rate of home ownership, or ethnic minority population are known to be linked to rates of participation. Active People enables these factors to be taken into consideration with calculation of an expected participation rate for each local authority.

The Active People Diagnostic tool calculates expected participation rate (taken from the first Active People survey) for individual local authorities. A review of this data for Redditch shows that the actual rate of participation was slightly lower than would be anticipated (19% against 20.24%). This suggests that there is a generally slightly poorer demand for sport and leisure activities, given the makeup of the area.

Participation by social group

Levels of participation by gender, age, ethnic group, disability and socio-economic groups can also be examined. A comparison of figures in Redditch against the regional average, for both the Active People surveys is shown below. Areas where there is notable difference are highlighted in green (higher) and red (lower).

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

Table 2.5 Participation by group (3 x 30 mins per week)

Category	AP1	AP2	AP3	Regional AP1	Regional AP2	Regional AP3
Male	23.9%	23.7%	22.6%	22.2%	21.6%	23.8%
Female	14.2%	20.3%	19.0%	16.6%	16.7%	16.5%
16 to 34	28.3%	34.7%	27.2%	28.0%	26.9%	29.3%
35 to 54	19.9%	21.4%	20.0%	20.9%	20.4%	21.5%
55 and over	9.0%	10.9%	15.9%	10.5%	11.3%	11.0%
White	18.6%	21.9%	19.9%	19.6%	19.2%	20.4%
Non white	25.9%	22.1%	42.5%	16.5%	18.2%	17.8%
Limiting illness or disability	5.3%	7.7%	7.4%	7.9%	8.2%	6.7%
No limiting illness or disability	21.5%	24.3%	23.5%	21.6%	21.3%	22.8%
NS-SEC 1, 1.1, 1.2, 2 (A)	24.2%	26.2%	23.1%	23.8%	23.2%	24.2%
NS-SEC 3 (B)	19.4%	27.2%	19.6%	14.4%	12.6%	14.8%
NS-SEC 4 (C1)	17.5%	8.0%	24.4%	14.7%	15.1%	15.1%
NS-SEC 5,6,7,8 (C2DE)	15.4%	15.8%	17.6%	13.2%	13.9%	13.4%

The table shows some of areas of interest in terms of trends and developments, compared with the rest of the West Midlands region.

In terms of gender differences, the table shows that overall participation in males has remained relatively consistent across the three surveys – with a slight drop-off between AP2 and AP3.

Participation amongst females has declined slightly, against a regional increase overall. Women’s participation has increased – from 14.2% in AP1, the rate of participation is now 19% - above the regional average.

The 16-34 age group has returned to a level roughly equal that of the original survey, having spiked at nearly 35% in AP2. The participation levels in the 55 and over age category are higher than the region as a whole (16% compared with 11%).

Participation amongst non-white ethnic groups has been consistently higher than the regional average, with a massive increase registered in AP3 – up to 42.5% from 22% shown on AP2 – and well over twice the regional average.

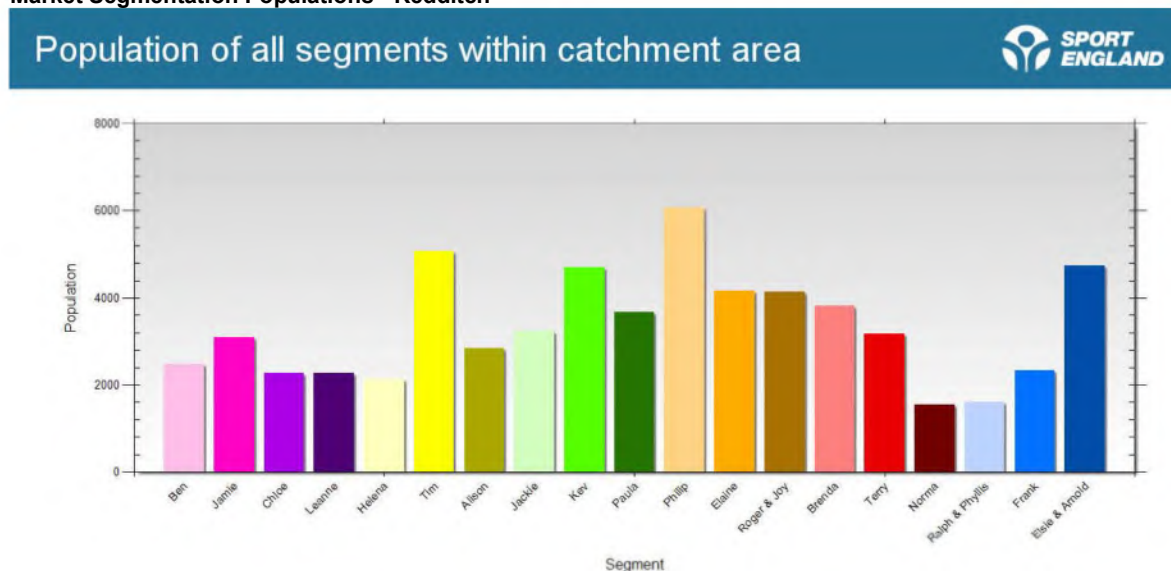
When the population is split into socio-economic groups, the authority is generally above all regional averages, with participation having increased significantly in the C1 and C2, D and E social groups, although B participation has declined following a spike in AP2.

Market Segmentation Profiling

The total populations of the 19 segments (each of which has a given ‘name’) are shown below. This demographic profile has implications because certain activities and sports are typically more popular with certain groups. Therefore there is a relationship between the market segments and the kinds of facilities which might help to service demand and cater for the population’s interests.

APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

Market Segmentation Populations - Redditch



An analysis of this data for the borough of Redditch has shown the following notable trends in terms of comparison with the regional and national picture:

- **Lower than average numbers of:**
 - Segment 1 – competitive male urbanites (Ben)
 - Segment 2 – sports team drinkers (Jamie)
 - Segment 5 – career focussed females (Helena)
 - Segment 17 – comfortable retired couples (Ralph & Phyllis)
 - Segment 19 – retirement home singles (Elsie & Arnold)
- **Higher than average numbers of:**
 - Segment 6 – settling down males (Tim)
 - Segment 9 – pub league team mates (Kev)
 - Segment 14 – older working women (Brenda)
 - Segment 15 – local 'old boys' (Terry)

More consideration of the market segmentation data is explored in Appendix , however in summary, these groups do show a tendency towards an interest in football (Tim and Kev) away from technical sports such as cycling, watersports or golf (although Jamie is the most active football participant).

The results also suggest lower than average numbers in female segments which are particularly active (for example, a significantly smaller number of Segment 5 - Helena). This may suggest that female participation might be lower overall, with a tendency towards inactivity. A map showing the dominant segments is shown below:

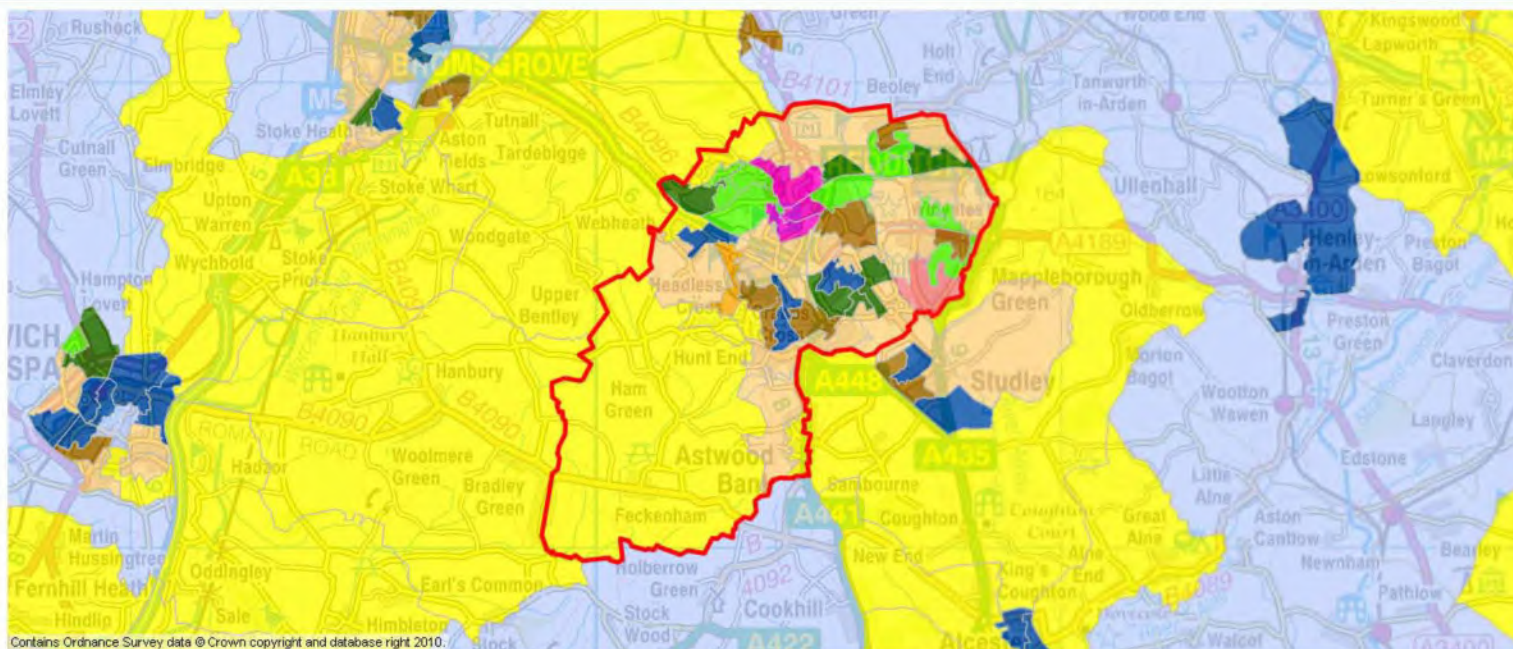
APPENDIX 1 – ACTIVE PEOPLE / MARKET SEGMENTATION DATA

Dominant market segments in Redditch sub region

Dominant market segment by population



- Ben - 1
 - Jamie - 2
 - Chloe - 3
 - Leanne - 4
 - Helena - 5
 - Tim - 6
 - Alison - 7
 - Jackie - 8
 - Kev - 9
 - Paula - 10
 - Philip - 11
 - Elaine - 12
 - Roger & Joy - 13
 - Brenda - 14
 - Terry - 15
 - Norma - 16
 - Ralph & Phyllis - 17
 - Frank - 18
 - Elsie & Arnold - 19
- Catchment area
— Lower Super Output Areas



The map illustrates that in the wider rural areas around Redditch (including Astwood Bank and Feckenham), the dominant market segment is Tim (Segment 6). Tim is a 'Settling Down Male' – a sporty professional who is buying/has bought a house and is settling down with a partner. In the more urban areas of the borough, it can be seen that there are a number of Lower Super Output Areas which show Philip (Segment 11) to be the dominant segment. Philip is a 'Comfortable Middle Life Male' who is also sporty and professional, but with older children and more time to participate in sport and leisure pursuits. Other segments shown to be 'dominant' include Kev (Segment 9), Jamie (Segment 2), Roger & Joy (Segment 13) and Paula (Segment 10).

Appendix 2

Pitch Supply Data



APPENDIX 2 - REDDITCH SUPPLY

SITES WITH COMMUNITY USE

ID	SITE_NAME	WARD	WITHIN_RBC	OWNERSHIP	AUDIT_BY	Average Site Pitch Score	Average Site Pitch Rating	Ancillary Score	Ancillary Rating	SNR FOOTBALL	JNR FOOTBALL	MINI FOOTBALL	Average Pitch Score	Average Pitch Rating
1	Abbey Stadium	Abbey Ward	Yes	Redditch BC	LH	69%	Good	76%	Good	3	0	0	69%	Good
3	Arrow Vale Community High and Sports College	Matchborough Ward	Yes	LEA	No		Average			1	0	0		Average
8	Birchfield Road Playing Fields	Headless Cross and Oakenshaw Ward	Yes	Redditch BC	MG	52%	Below Average	24%	Very Poor	0	0	2	62%	Average
10	Church Hill Middle School	Church Hill Ward	Yes	LEA	MG	55%	Average	22%	Very Poor	2	0	1	61%	Average
11	Coppice Meadow	Winyates Ward	Yes	Redditch BC	LH	60%	Average	17%	Very Poor	0	0	1	60%	Average
13	Feckenham	Astwood Bank and Feckenham Ward	Yes	Redditch BC	MG	62%	Average	12%	Very Poor	1	0	0	62%	Average
15	Greenlands Playing Field	Greenlands Ward	Yes	Redditch BC	MG	68%	Good	44%	Average	5	0	1	68%	Good
17	HDA Social Club, Batchley	Batchley Ward	Yes	Private	LH	60%	Average	27%	Very Poor	2	0	1	72%	Good
18	Headless Cross Bowling Green	Headless Cross and Oakenshaw Ward	Yes	Private	MG	49%	Below Average			0	0	0		
55	Bridley Moor Road MUGA	Batchley Ward	Yes	Redditch BC	MG	22%	Poor			0	0	0		
56	Heronfield Close MUGA	Church Hill Ward	Yes	Redditch BC	MG	38%	Below Average			0	0	0		
57	Lowlands Lane MUGA	Winyates Ward	Yes	Redditch BC	MG	38%	Below Average			0	0	0		
58	Cardington Close MUGA	Winyates Ward	Yes	Redditch BC	MG	32%	Below Average			0	0	0		
59	Millhill Road MUGA	Matchborough Ward	Yes	Redditch BC	MG	54%	Below Average			0	0	0		
60	Wharrington Close MUGA	Greenlands Ward	Yes	Redditch BC	MG	51%	Below Average			0	0	0		
61	Tredington Close MUGA	Greenlands Ward	Yes	Redditch BC	MG	34%	Below Average			0	0	0		
62	High Trees Close MUGA	Headless Cross and Oakenshaw Ward	Yes	Redditch BC	MG	50%	Below Average			0	0	0		
63	Astwood Bank MUGA	Astwood Bank and Feckenham Ward	Yes	Redditch BC	MG	56%	Average			0	0	0		
64	Sandon Close MUGA	Lodge Park Ward	Yes	Redditch BC	MG	64%	Average			0	0	0		
65	Glover Street MUGA	Central Ward	Yes	Redditch BC	MG	66%	Good			0	0	0		
66	Brockhill MUGA	Batchley Ward	Yes	Redditch BC	MG	44%	Below Average			0	0	0		
67	Warwick Highway MUGA	Winyates Ward	Yes	Redditch BC	MG	30%	Below Average			0	0	0		
23	Kingsley College	Greenlands Ward	Yes	LEA	DJB	87%	Good	85%	Good	0	2	3	87%	Good
24	Morton Stanley Park	West Ward	Yes	Redditch BC	LH	75%	Good	73%	Good	4	0	4	75%	Good
27	Old Forge	Matchborough Ward	Yes	Redditch BC	LH	65%	Good	49%	Average	2	0	0	65%	Good
28	Pathways	Matchborough Ward	Yes	Redditch BC	LH	65%	Good	12%	Very Poor	2	0	0	65%	Good
29	Redditch Cricket Hockey & Rugby	Batchley Ward	Yes	Redditch BC	LH	66%	Good	27%	Very Poor	0	0	1	60%	Average
31	Ridgeway School	Astwood Bank and Feckenham Ward	Yes	LEA	MG	60%	Average	27%	Very Poor	0	1	3	61%	Average
33	St Augustines Catholic High School	Astwood Bank and Feckenham Ward	Yes	LEA	MG	65%	Good	63%	Good	2	0	0	68%	Good
38	Trinity High & 6th Form College	Abbey Ward	Yes	LEA	MG	71%	Good	66%	Good	2	0	0	72%	Good
40	Washford Drive Playing Fields	Matchborough Ward	Yes	Redditch BC	LH	60%	Average	22%	Very Poor	2	0	0	60%	Average
42	Woodfield Middle School	Lodge Park Ward	Yes	LEA	MG	72%	Good	27%	Very Poor	2	0	2	72%	Good
43	Feckenham Cricket Club	Astwood Bank and Feckenham Ward	Yes	Private	MG	75%	Good	27%	Very Poor	0	0	0		
44	Astwood Bank Cricket Club		No	Private	DJ	80%	Good	71%	Good	0	0	0		
21	Icknield St Drive (South) - no pitches - changing only	Matchborough Ward	Yes	Redditch BC	LH			90%	Excellent	0	0	0		

APPENDIX 2 - REDDITCH SUPPLY

SITES WITH COMMUNITY USE

ID	SITE_NAME	WARD	CRICKET	Average Pitch Score	Average Pitch Rating	SNR RUGBY	JNR RUGBY	Average Pitch Score	Average Pitch Rating	AGP	Average Pitch Score	Average Pitch Rating	MUGA	Average Pitch Score	Average Pitch Rating
1	Abbey Stadium	Abbey Ward	0			0	0			0			0		
3	Arrow Vale Community High and Sports College	Matchborough Ward	0			1	0		Average	1		Good	0		
8	Birchfield Road Playing Fields	Headless Cross and Oakenshaw Ward	0			0	0			0			1	42%	Below Average
10	Church Hill Middle School	Church Hill Ward	0			0	0			0			1	52%	Below Average
11	Coppice Meadow	Winyates Ward	0			0	0			0			0		
13	Feckenham	Astwood Bank and Feckenham Ward	0			0	0			0			0		
15	Greenlands Playing Field	Greenlands Ward	0			0	0			0			0		
17	HDA Social Club, Batchley	Batchley Ward	0			0	0			0			0		
18	Headless Cross Bowling Green	Headless Cross and Oakenshaw Ward	0			0	0			0			0		
55	Bridley Moor Road MUGA	Batchley Ward	0			0	0			0			1	22%	Poor
56	Heronfield Close MUGA	Church Hill Ward	0			0	0			0			1	38%	Below Average
57	Lowlands Lane MUGA	Winyates Ward	0			0	0			0			1	38%	Below Average
58	Cardington Close MUGA	Winyates Ward	0			0	0			0			1	32%	Below Average
59	Millhill Road MUGA	Matchborough Ward	0			0	0			0			1	54%	Below Average
60	Wharrington Close MUGA	Greenlands Ward	0			0	0			0			1	51%	Below Average
61	Tredington Close MUGA	Greenlands Ward	0			0	0			0			1	34%	Below Average
62	High Trees Close MUGA	Headless Cross and Oakenshaw Ward	0			0	0			0			1	50%	Below Average
63	Astwood Bank MUGA	Astwood Bank and Feckenham Ward	0			0	0			0			1	56%	Average
64	Sandon Close MUGA	Lodge Park Ward	0			0	0			0			1	64%	Average
65	Glover Street MUGA	Central Ward	0			0	0			0			1	66%	Good
66	Brockhill MUGA	Batchley Ward	0			0	0			0			1	44%	Below Average
67	Warwick Highway MUGA	Winyates Ward	0			0	0			0			1	30%	Below Average
23	Kingsley College	Greenlands Ward	0			1	0	87%	Good	0			0		
24	Morton Stanley Park	West Ward	0			0	0			0			0		
27	Old Forge	Matchborough Ward	0			0	0			0			0		
28	Pathways	Matchborough Ward	0			0	0			0			0		
29	Redditch Cricket Hockey & Rugby	Batchley Ward	1	73%	Good	4	2	66%	Good	1	66%	Good	0		
31	Ridgeway School	Astwood Bank and Feckenham Ward	1	58%	Average	1	0	62%	Average	0			0		
33	St Augustines Catholic High School	Astwood Bank and Feckenham Ward	0			1	0	70%	Good	0			1	51%	Average
38	Trinity High & 6th Form College	Abbey Ward	0			1	0	72%	Good	1	83%	Good	0		
40	Washford Drive Playing Fields	Matchborough Ward	0			0	0			0			0		
42	Woodfield Middle School	Lodge Park Ward	0			0	0			0			0		
43	Feckenham Cricket Club	Astwood Bank and Feckenham Ward	1	75%	Good	0	0			0			0		
44	Astwood Bank Cricket Club		1	80%	Good	0	0			0			0		
21	Icknield St Drive (South) - no pitches - changing only	Matchborough Ward	0			0	0			0			0		

APPENDIX 2 - REDDITCH SUPPLY

SITES WITH COMMUNITY USE

ID	SITE_NAME	WARD	BOWLING GREEN	Average Pitch Score	Average Pitch Rating	TENNIS COURT	Average Pitch Score	Average Pitch Rating	CHANGING	CAR PARK	COMMUNITY USE
1	Abbey Stadium	Abbey Ward	0			0			Y	Y	Y
3	Arrow Vale Community High and Sports College	Matchborough Ward	0			6		Average	Y	Y	Y
8	Birchfield Road Playing Fields	Headless Cross and Oakenshaw Ward	0			0			N	N	Y
10	Church Hill Middle School	Church Hill Ward	0			3	53%	Below Average	N	Y	Y
11	Coppice Meadow	Winyates Ward	0			0			N	N	Y
13	Feckenham	Astwood Bank and Feckenham Ward	0			0			N	N	Y
15	Greenlands Playing Field	Greenlands Ward	0			0			Y	Y	Y
17	HDA Social Club, Batchley	Batchley Ward	1	36%	Below Average	4	71%	Good	Y	Y	Y
18	Headless Cross Bowling Green	Headless Cross and Oakenshaw Ward	1	49%	Below Average	0			Y	Y	Y
55	Bridley Moor Road MUGA	Batchley Ward	0			0			N	Y	Y
56	Heronfield Close MUGA	Church Hill Ward	0			0			N	N	Y
57	Lowlands Lane MUGA	Winyates Ward	0			0			N	N	Y
58	Cardington Close MUGA	Winyates Ward	0			0			N	N	Y
59	Millhill Road MUGA	Matchborough Ward	0			0			N	N	Y
60	Wharrington Close MUGA	Greenlands Ward	0			0			N	N	Y
61	Tredington Close MUGA	Greenlands Ward	0			0			N	N	Y
62	High Trees Close MUGA	Headless Cross and Oakenshaw Ward	0			0			N	N	Y
63	Astwood Bank MUGA	Astwood Bank and Feckenham Ward	0			0			N	Y	Y
64	Sandon Close MUGA	Lodge Park Ward	0			0			N	N	Y
65	Glover Street MUGA	Central Ward	0			0			N	N	Y
66	Brockhill MUGA	Batchley Ward	0			0			N	N	Y
67	Warwick Highway MUGA	Winyates Ward	0			0			N	N	Y
23	Kingsley College	Greenlands Ward	0			0			Y	Y	Y
24	Morton Stanley Park	West Ward	0			0			Y	Y	Y
27	Old Forge	Matchborough Ward	0			0			Y	Y	Y
28	Pathways	Matchborough Ward	0			0			N	N	Y
29	Redditch Cricket Hockey & Rugby	Batchley Ward	0			0			Y	Y	Y
31	Ridgeway School	Astwood Bank and Feckenham Ward	0			4	58%	Average	N	Y	Y
33	St Augustines Catholic High School	Astwood Bank and Feckenham Ward	0			1	58%	Average	Y	Y	Y
38	Trinity High & 6th Form College	Abbey Ward	0			4	55%	Average	Y	Y	Y
40	Washford Drive Playing Fields	Matchborough Ward	0			0			N	N	Y
42	Woodfield Middle School	Lodge Park Ward	0			0			N	Y	Y
43	Feckenham Cricket Club	Astwood Bank and Feckenham Ward	0			0					Y
44	Astwood Bank Cricket Club		0			0					Y
21	Icknield St Drive (South) - no pitches - changing only	Matchborough Ward	0			0			Y	Y	Y

APPENDIX 2 - REDDITCH SUPPLY

SITES WITHOUT COMMUNITY USE

ID	SITE_NAME	WARD	WITHIN_RBC	OWNERSHIP	AUDIT_BY	Average Site Pitch Score	Average Site Pitch Rating	Ancillary Score	Ancillary Rating	SNR_FOOTBA	JNR_FOOTBA	MINI_FOOTB	Average Pitch Score	Average Pitch Rating
22	Ipsley C.E. Middle School	Winyates Ward	Yes	LEA	MG	55%	Average	27%	Very Poor	1	0	2	59%	Average
30	Redditch United	Central Ward	Yes	Redditch BC	LH	83%	Good	27%	Very Poor	1	0	0	83%	Good
34	St Bedes School - only 1 rugby pitch (junior)	Lodge Park Ward	Yes	LEA	LH	58%	Average	37%	Poor	0	1	0	59%	Average
39	Vaynor School/Walkwood School	Headless Cross and Oakenshaw Ward	Yes	LEA	MG	65%	Good	34%	Poor	1	0	0	65%	Good

SITES OUTSIDE THE BOROUGH - NO AUDITS

ID	SITE_NAME	WARD	WITHIN_RBC	OWNERSHIP	AUDIT_BY	Average Site Pitch Score	Average Site Pitch Rating	Ancillary Score	Ancillary Rating	SNR_FOOTBA	JNR_FOOTBA	MINI_FOOTB	Average Pitch Score	Average Pitch Rating
45	BKL Sports & Social Club - no AGP score as not accessible		No		DJ	92%	Excellent	78%	Good	1	0	0	92%	Excellent
46	Hewell Bowling Club		No		DJB					0	0	0		
47	St Chads Road		No		DJ	53%	Below Average	0%	Very Poor	1	0	0	53%	Below Average
48	St Mary's School		No		DJ					0	0	1		
49	Studley Cricket Club		No		DJ	87%	Good	0%	Very Poor	0	0	0		
50	Studley High School		No		DJ	57%	Average	63%	Good	2	0	0	57%	Average
51	Studley Sports & Social Club		No		DJ	66%	Good	0%	Very Poor	2	0	0	62%	Average
52	Cookhill Cricket Club, New End		No		DJ					0	0	0		
53	Blackenhurst HMP		No		None					0	0	0		
54	Hewell Grange HMP		No		None					1	0	0		

APPENDIX 2 - REDDITCH SUPPLY

SITES WITHOUT COMMUNITY USE

ID	SITE_NAME	WARD	CRICKET	Average Pitch Score	Average Pitch Rating	SNR_RUGBY	JNR_RUGBY	Average Pitch Score	Average Pitch Rating	AGP	Average Pitch Score	Average Pitch Rating	MUGA	Average Pitch Score	Average Pitch Rating
22	Ipsley C.E. Middle School	Winyates Ward	0			0	0			0			1	60%	Average
30	Redditch United	Central Ward	0			0	0			0			0		
34	St Bedes School - only 1 rugby pitch (junior)	Lodge Park Ward	0			0	1	57%	Average	0			1	40%	Below Average
39	Vaynor School/Walkwood School	Headless Cross and Oakenshaw Ward	0			0	1	65%	Good	0			0		

SITES OUTSIDE THE BOROUGH - NO AUDITS

ID	SITE_NAME	WARD	CRICKET	Average Pitch Score	Average Pitch Rating	SNR_RUGBY	JNR_RUGBY	Average Pitch Score	Average Pitch Rating	AGP	Average Pitch Score	Average Pitch Rating	MUGA	Average Pitch Score	Average Pitch Rating
45	BKL Sports & Social Club - no AGP score as not accessible		0			0	0			1			0		
46	Hewell Bowling Club		0			0	0			0			0		
47	St Chads Road		0			0	0			0			0		
48	St Mary's School		0			0	0			0			0		
49	Studley Cricket Club		1	87%	Good	0	0			0			0		
50	Studley High School		0			1	0	57%	Average	0			0		
51	Studley Sports & Social Club		1	58%	Average	0	0			0			0		
52	Cookhill Cricket Club, New End		1			0	0			0			0		
53	Blackenhurst HMP		0			0	0			1			0		
54	Hewell Grange HMP		1			1	0			0			0		


APPENDIX 2 - REDDITCH SUPPLY

SITES WITHOUT COMMUNITY USE

ID	SITE_NAME	WARD	BOWLING_GR	Average Pitch Score	Average Pitch Rating	TENNIS_COU	Average Pitch Score	Average Pitch Rating	CHANGING	CAR_PARK	COMMUNITY
22	Ipsley C.E. Middle School	Winyates Ward	0			4	45%	Below Average	N	Y	N
30	Redditch United	Central Ward	0			0			Y	Y	N
34	St Bedes School - only 1 rugby pitch (junior)	Lodge Park Ward	0			0			N	Y	N
39	Vaynor School/Walkwood School	Headless Cross and Oakenshaw Ward	0			0			N	Y	N

SITES OUTSIDE THE BOROUGH - NO AUDITS

ID	SITE_NAME	WARD	BOWLING_GR	Average Pitch Score	Average Pitch Rating	TENNIS_COU	Average Pitch Score	Average Pitch Rating	CHANGING	CAR_PARK	COMMUNITY
45	BKL Sports & Social Club - no AGP score as not accessible		0			0					Y
46	Hewell Bowling Club		1			0			Y	Y	Y
47	St Chads Road		0			0					Y
48	St Mary's School		0			0					
49	Studley Cricket Club		0			0					Y
50	Studley High School		0			0					
51	Studley Sports & Social Club		1	62%	Average	2	75%	Good			Y
52	Cookhill Cricket Club, New End		0			0					Y
53	Blackenhurst HMP		0			0					N
54	Hewell Grange HMP		0			0					Y

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white, cylindrical pole stands vertically. The background beyond the field is blurred, showing trees and a clear sky.

Appendix 3

Consultation Notes

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
<p>Ray Cooke, Kevin Cook, Carl Walker, Redditch BC</p>	<p>There has been some consideration of the maintenance and performance of pitches in the authority area on an internal basis, but no concerted study or review of pitches specifically. There was some evaluation undertaken by the NPFA as part of the Worcestershire-wide PPS.</p> <p>In general terms, pitch quality would be summarised as fair, despite the challenges of delivering on certain sites due to the soil and composition of the ground – only three sites have properly constructed pitches with drainage.</p> <p>There are additional challenges presented by the management and maintenance of these facilities. A typical situation sees keys being handed from one club to another, resulting in confusion and a lack of accountability/responsibility.</p> <p>The Abbey Stadium development is due to commence in the next couple of months, meaning there will be no use of the first pitch for this season, however, it is intended to bring the athletics track pitch back into use – the idea being that once the ancillary facilities are completed, the overall facility and offer will be more attractive and valuable for all clubs. Some consideration will be given to the access to this pitch and to the athletics provision.</p> <p>Birchfield Road is currently laid out for mini football only – with no changing provision and the traditional Cherry Wake fair, there is no clear viability for extending or changing this use.</p> <p>Coppice Meadow suffers from no formal drainage – as part of the Arrow Valley Park, the underlying material is spoil and clay, creating problems.</p> <p>Feckenham has a single pitch with private changing facilities booked by the Council, but is English Heritage owned – there is a generally small amount of involvement/imposition in terms of Council management.</p> <p>Greenlands is the main hub for football in Redditch, but suffers from poor changing, drainage and layout. It holds the majority of matches in Redditch, and each pitch is typically accommodating three games a weekend. There are four adult pitches on site.</p> <p>Oakenshaw Road has now been reallocated to form a fifth pitch as part of the Greenlands hub.</p> <p>Pathways / Old Forge are on broadly the same site, but the four adult pitches are only serviced by one changing facility, creating issues when all are in play.</p> <p>In terms of the football pyramid, Redditch United is the top club in the Borough, playing in the Blue Square Bet North league. However, the club is facing financial difficulties as the Council owns the ground on which the club's current venue is held, and has fallen behind with payments. The senior team is also finding it difficult in the current league campaign and may face relegation.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>The junior section of Redditch United is a Chartered Standard club with a number of teams running and a strong structure. To accommodate the development of the junior setup, the neighbouring community pitches are being re-allocated and reconfigured, with the remarking of a rugby pitch.</p> <p>The shared services arrangement with Bromsgrove is likely to have a significant impact at all levels in terms of management and maintenance. There has already been discussion between the two heads of service. Some arrangements regarding the management of park sites have been considered – there could be the potential for splintering or splitting sites, as part of a wider management options appraisal.</p> <p>The future arrangements are being considered, and there is the potential for exploring all routes which might ease the burden on the Council. This might include some kind of leasing arrangement with clubs, if they are established and dependable. One of the problems at present is dealing with many teams from many clubs, rather than fewer clubs.</p> <p>The fundamental pressure is that the cost of preparing the pitches and running changing facilities etc is not equal to the income from hire, and there is a general view that awareness of the cost is not high.</p> <p>There are three AGPs in the borough at present – these sit within the leisure and culture team in terms of booking and management responsibility.</p>
<p>John Godwin, Head of Service, Leisure and Cultural Services</p>	<p>It is recognised that there has been a general lack of investment in football – the recent 3G pitch development at Studley, achieved through private investment, is one of the few examples. There have also been issues with regard to the availability of S106 funding – this has been typically invested elsewhere – for example in the BMX facility.</p> <p>The Football Foundation has not been closely involved in capital schemes – the current funding freeze is an issues, as is the demand for high specifications typically associated with Football Foundation bids. There are no current schemes on the radar which could be considered for partnership funding.</p> <p>Closer working with clubs will continue to be a priority – there are some good quality clubs – for example Headless Cross with whom partnerships can be developed. Morton Stanley could be a potential site for a club-led development – there is a need to consider new management approaches. Working with a club on a self-management basis is certainly an option – Barnsley Grove is another example – but the club would need to be balanced, well-run and sustainable.</p> <p>There may be a need to consider the pricing structure – for example splitting the pitch and changing room costs – if changing rooms aren't required – they could be left closed. Could clubs take responsibility for marking etc?</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>There are quality issues on the pitches – Morton Stanely, Abbey Stadium and Abbeydale are the only pitches which are drained and properly constructed.</p> <p>Maintenance is a sizable investment – the 16 or 17 pitches on the council's books cost approximately £75k per year, including mowing etc. If a leisure trust outsourcing approach is considered (a possibility), the pitches would be part of this.</p> <p>In Bromsgrove, pitches are hired to clubs for a season – the same club has the same pitch. This allocation seems to work now, but booking systems can be complicated. The co-approach to services will have implications – authorities will have separate budgets, with services charged back accordingly. There will be joint and separate action plans for sport and leisure services.</p>
<p>Juned Mohammad, Football Development Officer, Birmingham County FA</p>	<p>There is a continuing focus on growing participation and retention at all levels of the game – with 11 a side a particular challenge given the ongoing general decline.</p> <p>In terms of facility mix and balance, there is a need for multi-pitch sites, and a model which is proving successful elsewhere in the Birmingham area is that of Central Venue Leagues, where fixtures are set at a single location which is readily accessible.</p> <p>The 9 v 9 format for young footballers will continue to be a significant one, with subsequent requirements in terms of pitch sizes.</p> <p>The lack of facilities and ancillary facilities within Redditch is a particular issue. In terms of the surfaces and quality of playing, there is a view that Redditch BC has struggled with the maintenance of the pitches.</p> <p>A lack of 3G pitches is still an issue, but there are problems here with leagues not being prepared to ratify 3G pitches for competitive use, so they are still fundamentally training facilities only – consideration should be given to ensuring that facilities are designed and laid out to meet league requirements and ground grading.</p> <p>With regard to future projects, there may be some funding through Football Foundation regional money, although this is not a certainty.</p> <p>The FA is very supportive of education-led developments in terms of new pitches and facilities, or improving access to school and education grounds. One of the reasons for Redditch's comparatively low priority in terms of Birmingham FA is its comparative affluence in comparison with other areas in the County FA.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
<p>Andy Norman, Football Development Officer, Worcestershire FA</p>	<p>The location of Redditch borough has been historically and continues to be an issue in terms of football development and support from County FAs. As the border between Worcs and Bham runs through the borough, there is a strong sense that the area falls between the two stools. Approximately 1/3 of the teams are affiliated to Worcs, with the remainder affiliated to Birmingham.</p> <p>While the area is a strong football area, the Local Area Data suggests that participation across the board is generally low, as there is no development team working in Redditch. Similarly, the number of clubs having achieved Chartered Status – approximately 32% compared with 61% in Bromsgrove.</p> <p>The location of clubs in relation to their county affiliation is therefore of particular importance, as this will affect the county FA supporting it, and county FAs are inclined to only support the clubs within their catchment. This has further implications in terms of school/club links, as the school work relates to the local areas.</p> <p>There is a sense that football is not particularly high on the list of the priorities for the County Sports Partnership, perhaps due to the perceived strength of football infrastructure generally.</p> <p>In terms of facilities and investment, there has been little or no Football Foundation investment into Redditch, although this is an area which might develop, as the Foundation is currently reviewing the local priorities. There are no clear facility needs, although it is believed that there is still an identified need for a 3G pitch, which could be located in Redditch. There are ambitions for 6 in total across the county, with two in place at present.</p> <p>There are no real issues in terms of grass pitch quality or cost – the pitches in Bromsgrove are thought to be more expensive. A key aim is to continue to provide multi-pitch sites which are most sustainable. Additional investment would be welcomed in changing and ancillary facilities – this is considered to be an area for improvement within the borough.</p>
<p>Nisar Chaudhry, Hockey Development Officer</p>	<p>Hockey is reasonably strong in the Redditch area, with the primary club Redditch Hockey Club, who last year won the MRHA West Mids Division 1 and will play in the MRHA Premier League.</p> <p>The club was accredited to ClubMark, although this is understood to have recently lapsed and work is taking place on re-accreditation. The club does not have substantial infrastructure, but has a strong junior section. Other clubs in the area include Bromsgrove, Droitwich, Henley in Arden and Warwick.</p> <p>There are many localised variations in terms of the popularity and standard of hockey across the West Midlands, with some areas stronger than others.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>In general development terms, there is a particular focus upon the development of the sport in primary schools at present, primarily through a new grassroots programme called Quicksticks – a new version of the sport aimed at younger children which can be delivered on playgrounds and MUGAs as well as pitches.</p> <p>As schools are a key target area, the relationship with PDMs and with Competition Managers, as well as SSCOs, will be particularly significant and there are some in the region who are particularly engaged.</p> <p>However, there is a general desire to increase participation at all levels, particularly in Masters/Veterans competitions.</p> <p>In terms of facilities, there is a perception of a lack of publicly-accessible facilities – the pitch where Redditch HC play is thought to be the only one.</p>
<p>Ian McNally Partnership Development Manager</p>	<p>School sport in Redditch is perceived to be very strong at present, with 89% of all schools involved hosting internal competitive sport, and 66% of children taking part, as opposed to average of 49%. There has been good support from schools and teachers.</p> <p>Girls' football is strong – this is a key growth sport, and girls rugby is also showing well, although netball has been in slight decline.</p> <p>In terms of facilities investment, the provision of artificial pitches at every school would be a major step, but is recognised that this might not be feasible. The ATP is still regarded as a valuable multi-sport commodity.</p> <p>Inter-school matches are held in most sports – the middle schools are particularly strong, and there are leagues running in many sports. Outdoor provision for middle schools is generally thought to be adequate.</p> <p>Arrowvale has access to an AGP and sports hall. Kingsley has good pitches, but no AGP which would be useful, although the swimming pool is a major feature. St Augustins has reasonable pitches, but again, no AGP.</p> <p>It is generally thought that community access to school facilities is fairly good, although a couple of schools could improve in this area. The uncertain future of the SSPs is problematic, but it is hoped that the systems are now in place, and can be sustained going forward.</p>
<p>Gayle Penn, England Netball</p>	

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
<p>Carrie Davis, Redditch Netball League</p>	<p>There is a summer and winter league, with 34 teams in the summer league (4 divisions) and 16 teams in the winter league (2 divisions).</p> <p>The league has grown in the past few years. Over the time that Carrie has been involved with the league it has grown from 2 divisions to 4. There is a huge demand for training venues in Redditch but there are not enough venues to train at. Only 3 clubs in Redditch train.</p> <p>The league plays outdoor, but they train indoors (only in the winter - September to April). The matches are played on Sunday mornings in the winter, and evenings in the summer. Only 9-10pm Friday time seems to ever be offered to netball in Redditch</p> <p>Redditch Netball Club have considered moving to Alcester training facilities because of this lack of facilities (they have 5 teams).</p> <p>Carrie thinks there needs to be a shift in the mentality of facility managers in Redditch, as Netball is seasonal (training-wise) they get pushed out</p> <p>Kingsley High School has recently had a new pricing strategy which makes it very expensive but there are no other facilities in Redditch which have the 5-6 courts which they require so they are very restricted. Kingsley was resurfaced but they have not replaced the 10 year old posts which have no nets and are in need of replacement. When Kingsley was being resurfaced they used Arrow Vale for 1 year but this was not of good standard. If Kingsley was to close or stop accommodating them, they would have to look for facilities in Bromsgrove</p> <p>Think there will be an increased demand for sport in the area in the future, but most people are joining Redditch Netball Club because they train. There are concerns that this will mean that it could become a Redditch Netball Club only league in the future.</p> <p>A lot of clubs are not accredited because they do not train and do not have a coach. This is also a concern.</p> <p>Kingsley costs around £20 per hour per court where as Bromsgrove South is £13 per hour per court (and only 10 mins away).</p>
<p>Ross Baxter, Funding and Facilities Manager, RFU</p>	<p>The general health of rugby in the Redditch sub region is quite strong, with generally solid club infrastructure. In terms of Redditch borough, there is only club – Redditch RFC – although there are other neighbouring clubs including Bromsgrove RFC – a very large and well-established club which has received national recognition for accreditation and volunteer development.</p> <p>The RFU has recently worked with Redditch RFC and Redditch Council to deliver, drain and floodlight to 200 lux the match pitch at Redditch. In 2006, over £1m was invested, with additional funds spent in 2008 on the pitch. In terms of capital investment, the plan would be for a focus at Redditch on pitch maintenance and equipment.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>Another club which services the Redditch catchment (although based towards Birmingham) is Woodrush RFC. Some small funds have been spent towards the development of additional junior pitches at Woodrush. The priority investment at Woodrush is additional changing rooms and pitches.</p>
<p>Chris Marsh, Worcestershire County Cricket Board</p>	<p>In general there has been a significant increase in the demand for pitches in recent years across the county and this has also been the case in Redditch to a degree, with growth in junior cricket particularly.</p> <p>In terms of clubs in the Redditch area, the main clubs are Redditch CC and Astwood Bank CC – Astwood Bank now runs four sides and a women’s side, from only two adult sides around 5 years ago, and has made significant progress. Across the county there have been many pitches lost in recent years, creating a current shortfall.</p> <p>Schools cricket is relatively strong in the independent schools sector, but not as strong in the comprehensive setup. There is some interest and links between clubs and schools being established, and the Chance to Shine programme is being delivered.</p> <p>Girls’ cricket is a key target, with about 7/8 clubs in Worcestershire running junior sides, and nearly the same number of clubs offering women’s cricket, one of which includes Astwood Bank CC.</p> <p>Across the county there has been a drop off in men’s Sunday cricket, but women’s cricket is tending to fill the fixture gaps left.</p> <p>In terms of the county facility strategy, some of the targets and objectives here have been realised or delivered, including the construction of new outdoor nets at Astwood Bank CC.</p>
<p>Joe Morris, LTA County Development Manager</p>	<p>There has been a recent new appointment to the Redditch and Bromsgrove area in the tennis development team which is hoped to have an impact. The new officer is Warwickshire-based but will be spending one day a week on development in the Central Midlands area.</p> <p>There is currently only one club at present – based at the HDA club. There is a coach attached to the club who is proving successful, and has another club where he also coordinates coaching activity. HDA Redditch was recently awarded junior programme of the year by the Hereford and Worcestershire TA. This is a good club with 4 floodlit courts, although it is understood that ancillary facilities are not as strong?</p> <p>Joe has only been in post for six months, so is familiarising with the local issues, but feels that there is potential in Redditch and Bromsgrove to improve tennis participation. There is a current lack of competitive opportunities which would hope to be overcome through the tennis club(s) and building relationships with schools, PDMs and SSCOs etc.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>The existing club would offer a strong base for expansion and further development if this can be accommodated.</p>
<p>Paul Stirling, Sports Development Manager, Redditch BC</p>	<p>The sports development team has shrunk in recent years, with the swimming co-ordinator and community club development officer recent losses. The community club officer was based with a number of clubs in the centre of Redditch, so there is a sense that some of the face-to-face contact has been lost. Squash, hockey, rugby and cricket are all in relatively good shape, most of which have ClubMark.</p> <p>In terms of the health of the local club structure, there are some clubs which re more engaged than others – in general the outdoor sports clubs are in a healthier state, and there are more issues with indoor facilities.</p> <p>The dominant team sport is football, with most teams (adult and junior) tending to align themselves with Warwickshire and Birmingham leagues rather than Worcestershire – there is a natural association with the West Midlands. There has not been much football development activity in Redditch, although there has been some activity from Aston Villa and Birmingham in the community.</p> <p>Girls' football is provided at Redditch United, and there is a sense that there is plenty of football in the school network, with some competition opportunities, and good school/club links.</p> <p>There is a sense in general that National Governing Body support has been rather limited in recent years. The LA lacks the resources to invest heavily, so there is a need to tie up investment and make partnerships more effective. The expectation levels among clubs are high in terms of facilities, coaching courses etc.</p> <p>There is a need for coordination in terms of facilities and booking, with potentially the key clubs working together to deliver coaching as a group. This could be subsidised and would encourage school club links and retention.</p>
<p>Sharon Healey, Regional Development Manager, EGU</p>	<p>The main objective for golf development is in clubs which have achieved the GolfMark accreditation – 21 of 37 in the region have achieved this. The incentive for clubs is greater support in marketing and promotion, with work being targeted towards accredited clubs.</p> <p>The focus of the County Development Plan (2009-2013) is on participation and membership numbers (which have been in general decline). The other major area to address is the conversion from junior to senior members – there is commonly a big step between junior and senior membership (as well as encouraging beginners to join as members) which present challenges.</p>

APPENDIX 3 - CONSULTATION

Consultee	Comments/Key Issues
	<p>The Pitcher Oak Golf Course is a good example of a club which is being run by a Development Partnership with the aim of introducing young people particularly. A 9-hole course, it offers very competitive membership which includes lessons, equipment and driving range access, and is working well with schools in Redditch to increase participation.</p> <p>In terms of strategic needs, the development of practice facilities is an ambition generally – as there is a lack of short game and undercover practice areas.</p>
<p>Steve Brewster, Director, Worcestershire County Sports Partnership</p>	<p>Redditch is seen as a strong partner, particularly in terms of the Sport Unlimited programme, which has been delivered in the authority (although does not offer the 'standard' sports and team games). The CSP feels that some good partnership work has been achieved in recent years.</p> <p>There are pockets of social deprivation, so prices and access issues are significant.</p> <p>The Abbey Stadium development is an encouraging development which will hopefully have a positive impact in terms of improving participation and engagement.</p> <p>The dual use setup in Redditch is still an area for focus and development – there are some projects despite BSF which might present opportunities, and there has perhaps not been the level of Football Foundation investment to date which might be expected – hopefully the need can now be illustrated.</p> <p>In terms of investment, it is felt that the area has struggled with being between Worcs and Birmingham, although there has been some ad hoc investment particularly into football. There are also some good netball initiatives.</p> <p>Sports development activities are still primarily directed towards team sports in an effort to achieve value for money in terms of volume, although many are indoors. Target groups are still ethnic minority groups, girls' and women. The Special Olympics club in Redditch is also a noteworthy club which is helping engage with individuals with learning difficulties.</p>

Appendix 4

Playing Pitch Model (PPM)



APPENDIX 4 - REDDITCH PPM MODEL - ACTIVE PARTICIPATION INFORMATION

Population Totals within Active Age Groups

Active Age Group	Sport	Male	Female	Mixed
0-5 years	Non active			6383
6-9 years	Football			3590
8-12 years				4653
10-15 years		2899	2761	
11-15 years		2407	2319	
11-17 years		3401	3297	
13-17 years	Rugby	2443	2350	
16-17 years	Rugby		978	
16-45 years	F'ball/Hockey	15686	15594	
18-45 years	Rugby	14692	14616	
18-55 years	Cricket	19927	20275	
Over 55 years	Non active			20902

Total area population within Active Age Groups (6-55yrs)	51424
---	-------

Total area population	78709
------------------------------	-------

Total number of Teams within Area

Age Group	Number of Teams
Football:	
Mini-soccer (U7-U10s) - 6-9yrs	18
Junior football - boys 10-15yrs	26
Junior football - girls 10-15yrs	7
Men's football 16-45yrs	41
Women's football 16-45yrs	2
Totals for football (exc mini)	76
Cricket:	
Junior cricket - boys 11-17yrs	17
Junior cricket - girls 11-17yrs	2
Men's cricket 18-55yrs	13
Women's cricket 18-55yrs	2
Totals for Cricket	34
Hockey:	
Junior hockey – boys 11-15yrs	1
Junior hockey – girls 11-15yrs	1
Men's hockey 16-45yrs	9
Women's hockey 16-45yrs	6
Totals for Hockey	17
Rugby Union:	
Mini-rugby - mixed 8-12yrs	7
Junior rugby - boys 13-17yrs	4
Junior rugby - girls 16-17yrs	0
Men's rugby 18-45yrs	4
Women's rugby 18-45yrs	0
Totals for Rugby (ex mini)	8
Rugby League:	
Junior rugby - boys 13-17yrs	0
Junior rugby - girls 13-17yrs	0
Men's rugby 18-45yrs	0
Women's rugby 18-45yrs	0
Totals for Rugby	0

Ratio of home games and temporal demand

	Football			Cricket		Rugby League		Rugby Union		Hockey	
	Senior	Junior	Mini	Senior	Junior	Senior	Junior	Senior	Junior	Senior	Junior
Ratio of home games	0.5	0.5	1	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Temporal Use %											
Saturday AM	2%	30%	22%	0%	0%			0%	0%	0%	0%
Saturday PM	12%	0%	0%	60%	0%			100%	100%	100%	100%
Sunday AM	78%	70%	78%	0%	0%			0%	0%	0%	0%
Sunday PM	2%	0%	0%	40%	16%			0%	0%	0%	0%
Mid week 1- Specify day	5%	0%	0%	0%	84%			0%	0%	0%	0%
Mid week 2- Specify day											

Assumptions for the Future PPM calculations

Impact of sports development	Percentage increase
Football	5%
Mini soccer	5%
Cricket	5%
Rugby League	
Rugby Union	10%
Hockey	5%

Future adult / junior team ratio

Future adult / junior team ratio	Percentage of adult teams	Percentage of junior teams
Football	57%	43%
Cricket	44%	56%
Rugby League		
Rugby Union	60%	40%
Hockey	78%	22%

APPENDIX 4 - REDDITCH PPM MODEL - WARD DETAILS

Ward details

Ward Name	Total Future Active Population (6-55yrs)	Football							Rugby League				Rugby Union				Cricket		Hockey				
		Seniors		Junior		Minis			Seniors		Junior		Seniors		Junior		Seniors		Junior				
		No of teams	No of pitches	No of teams	No of pitches	No of teams	Equiv teams	No of pitches	Equiv pitches	No of teams	No of pitches	No of teams	No of pitches	No of teams	No of pitches	No of teams	No of pitches	No of teams	No of pitches	No of teams	No of pitches	No of teams	
Redditch Borough	50400	43	30	33	3	18	18	18	18					4	9	4	2	15	3	19	5	3	2
Total	50400	43	30	33	3	18	18	19	19	0	0	0	0	4	9	4	2	15	3	19	5	3	2

APPENDIX 4 - REDDITCH PPM MODEL - TGR's

Team Generation Rate - Calculator

	Age Groups	Pop'tion within Age group	Age group as a % of total active pop'tion	Number of Teams within age group	Teams generated per 1000 pop	TGR = Pop in age group needed to generate 1 team
Football: Mini-soccer (U7-U10s) - mixed	6-9yrs	3590	7.0%	18	5.0	199
	Junior football - boys	2899	5.6%	26	9.0	112
	Junior football - girls	2761	5.4%	7	2.5	394
	Men's football	15686	30.5%	41	2.6	383
	Women's football	15594	30.3%	2	0.1	7797
	Totals for football (excluding mini)		36940	71.8%	76	2.1
Cricket: Junior cricket - boys Junior cricket - girls Men's cricket Women's cricket	11-17yrs	3401	6.6%	17	5.0	200
	11-17yrs	3297	6.4%	2	0.6	1649
	18-55yrs	19927	38.8%	13	0.7	1533
	18-55yrs	20275	39.4%	2	0.1	10138
	Totals for Cricket	46900	91.2%	34	0.7	1379
Hockey: Junior hockey – boys Junior hockey – girls Men's hockey Women's hockey	11-15yrs	2407	4.7%	1	0.4	2407
	11-15yrs	2319	4.5%	1	0.4	2319
	16-45yrs	15686	30.5%	9	0.6	1743
	16-45yrs	15594	30.3%	6	0.4	2599
	Totals for Hockey	36006	70.0%	17	0.5	2118
Rugby Union: Mini-rugby - mixed Junior rugby - boys Junior rugby - girls Men's rugby Women's rugby	8-12yrs	4653	9.0%	7	1.5	665
	13-17yrs	2443	4.8%	4	1.6	611
	16-17yrs	978	1.9%	0	#DIV/0!	#DIV/0!
	18-45yrs	14692	28.6%	4	0.3	3673
	18-45yrs	14616	28.4%	0	#DIV/0!	#DIV/0!
	Totals for Rugby (ex mini)	32729	63.6%	8	0.2	4091
Rugby League: Junior rugby - boys Junior rugby - girls Men's rugby Women's rugby	13-17yrs	2443	4.8%	0	#DIV/0!	#DIV/0!
	13-17yrs	2350	4.6%	0	#DIV/0!	#DIV/0!
	18-45yrs	14692	28.6%	0	#DIV/0!	#DIV/0!
	18-45yrs	14616	28.4%	0	#DIV/0!	#DIV/0!
	Totals for Rugby	34101	66.3%	0	#DIV/0!	#DIV/0!
All sports		51424	100%	135	2.6	381

APPENDIX 4 - REDDITCH PPM MODEL - PPM CURRENT

Playing Pitch Methodology Current Year

	Stage 1		Stage 2		Stage 3		Stage 7 (S6- S5)											
	Nr of teams		Ratio		(S1 x S2)		Shortfall or surplus											
Football	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	43	33	0.5	0.5	21.5	16.5	29.6	27.4	-2.0	3.0	13.2	29.6	-8.6	3.0	28.9	3.0	30.0	3.0

NB No need to use team equivalents if mini soccer has its own dedicated pitches

	Stage 1		Stage 2		Stage 3		Stage 7 (S6- S5)											
	Nr of teams		Ratio		(S1 x S2)		Shortfall or surplus											
Mini soccer	Teams	Team equivalents	Games per week	Equivalent games per week	Saturday AM	Saturday PM	Sunday AM	Sunday PM	Mid Week 1	Mid Week 2								
Total	18	18	1	18	18	14.0	18.0	4.0	18.0	18.0								

	Stage 1		Stage 2		Stage 3		Stage 7 (S6- S5)											
	Nr of teams		Ratio		(S1 x S2)		Shortfall or surplus											
Cricket	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	15	19	0.5	0.5	7.5	9.5	3.0	-1.5	3.0	3.0	3.0	0.0	3.0	1.5	3.0	-5.0	3.0	3.0

APPENDIX 4 - REDDITCH PPM MODEL - ESTIMATED TEAMS BY TGR

Estimated Teams by TGR

Future year	Total Future Active population (5-55 yrs)	Team Generation Rate (TGR)					Estimated teams				
		Mini soccer	Football	Cricket	Rugby Union	Hockey	Mini soccer	Football	Cricket	Rugby Union	Hockey
Redditch Borough	50400	199	486	1379	4091	2118	17.6	74.5	33.3	7.8	16.7
Overall	50400	199	486	1379	4091	2118	17.6	74.5	33.3	7.8	16.7

APPENDIX 4 - REDDITCH PPM MODEL - PPM FUTURE

Playing Pitch Methodology - Future

Football Future Year	Predicted teams			Stage 1 Nr of teams		Stage 2 Ratio		Stage 3 (S1 x S2)		Stage 6 Audit		Stage 7 (S6- S5) Shortfall or surplus											
	Nr of teams calculated from TGR (adult + junior)	Growth factor	New number of teams	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches (senior)	Nr of pitches (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	74.5	5%	78.2	44.6	33.6	0.5	0.5	22.3	16.8	30	3	29.6	27.3	-2.0	3.0	12.6	29.6	-8.8	3.0	28.9	3.0	30.0	3.0

Mini Soccer Future Year	Predicted teams			Stage 1 Nr of teams		Stage 2 Ratio		Stage 3 (S1 x S2)		Stage 6 Audit		Stage 7 (S6- S5) Shortfall or surplus													
	Nr of teams calculated from TGR	Growth factor	New number of mini teams	New number of mini teams	New team equivalents	Games per week	Equivalent Games per week	Games per week	Equivalent Games per week	Nr of mini pitches	Nr of pitches (adult equiv)	Saturday AM	Saturday PM	Sunday AM	Sunday PM	Mid Week 1	Mid Week 2								
Total	17.6	5%	18.5	18.5	18.5	1		18.5	18.5	18	18	13.9	18.0	3.6	18.0	18.0	18.0								

Cricket Future Year	Predicted teams			Stage 1 Nr of teams		Stage 2 Ratio		Stage 3 (S1 x S2)		Stage 6 Audit		Stage 7 (S6- S5) Shortfall or surplus											
	Nr of teams calculated from TGR	Growth factor	New number of teams	Adult teams	Junior teams	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches		Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	33.3	5%	34.9891	15.4	19.6	0.5	0.5	7.7	9.8	3		3.0	-1.6	3.0	3.0	3.0	-0.1	3.0	1.4	3.0	-5.2	3.0	3.0
	Assume			44% adult	56% junr																		

A close-up photograph of a green artificial turf field. The blades of grass are vibrant green and appear to be made of a synthetic material. In the background, a soccer goal is visible, slightly out of focus. A white pole, likely a light pole, stands to the left of the goal. The sky is a pale, overcast blue.

Appendix 5

Data Demand

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Contact	Position Held	Address	Postcode	Telephone	Email	Sport	Membership Total	Membership Change	Capacity?	Lack of internal funding
Sporting Club Redditch	Neil Simpson	Secretary	21 Rosedale Close, Beakhill, Redditch	B97 6JQ	01527 62529	sportingclubredditch@hotmail.co.uk	Football	26	Decrease 5	Y	
Beoley Village FC	Richard Ball	Secretary	18 Jersey Close, Redditch	B98 9LS	01527 666410	paul-richard@hotmail.co.uk	Football	25	Decrease 5	Y	Y
Black Horse FC	Mr Geoffrey Haines	Chairman and Fixture	3 Beverley Close, A.Bank, Radditch	B96 6DX	01527 892 158	g.haines03@btinternet.com	Football	25	Same	Y	Y
Redditch Utd FC	Tim Delaney	Secretary	24 Banbrook Close, Solihull	B92 9NE	07827963212	sec.rufc@yahoo.co.uk	Football	40	Same	Y	Y
Washford Lions	Nick Cotton	Secretary	17 Roper Way, Dudley	DY3 1BG	01902 680574	n_cottonsec.rufc@yahoo.co.uk	Football	22	Same	N	Y
Steps Athletic FC	Kial Jackson	Secretary	77 Salters Lane, Redditch	B97 6JZ	07845960200	baggiesboy10@hotmail.com	Football	20	Same	Y	
Redditch Cosmos	Paul Barber	Secretary	17 Ladbrook Close, Redditch	B98 7XR	01527550369	paulbarber21@tiscali.co.uk	Football	16	Same	Y	
Feckenham Juniors FC	Martin Tilley	Secretary	12 Morsefield Lane, Redditch	B98 CEH	07801042134	mcdskt@aol.com	Football	30	Same	Y	Y
King Fisher FC	M Boddington	Secretary	76 Hollyberry Close, Winyates Green	B98 0QU	01527520333	boddington@queyander.co.uk	Football	20	Same	Y	Y
Hizza United FC	Andrzej Jajielski	Secretary	54 Harport Road	B98 7PB	01527523549	andrzejajielski@btinternet.com	Football	40	Increase 20	Y	Y
Redditch CCF	Paul Lees	Secretary	122 Mount Pleasant, Redditch	B97 4JH	07910130523	N/A	Football	30	Same	Y	Y
The Badgers FC	Phil Thomas	Secretary	214 Mason Road, Redditch	B97 5DE	07584472609	pthomas@nonch.co.uk	Football	30	Increase 10	Y	
South Redditch Athletic	John Taylor	Manager	3 LadyGrove Close		01527451505	ssaylor1@hotmail.co.uk	Football	20	Same	Y	
Thomas Brothers	Tom Slater	Secretary	67 Foxcote Close, Redditch	B98 0RS	07855414783	t.slator@hotmail.com	Football	24	Same	N	Y
Redditch Borough FC	Julian Workman	Secretary	129 Northleach Close, Churchhill North	B98 8RD	0152769909	workman931@btinternet.com	Football	110	Increase 30	Y	
Feckenham Cricket Club	Steve Daniels	Ground Manager	36 Easenhall Lane, Redditch	B98 0BT	01527522323	danielsteve@hotmail.com	Cricket	55	Same	Y	Y
Hewell Grangers	Jason Griffiths	Secretary	18 Yewtree Drive, Bromsgrove	B60 1AL		jasegriffiths@hotmail.com	Football	55	Same	N	
Cookhill Cricket Club	Bill Harris	Secretary	15 Hawksbury Close, Redditch	B98 9JR		willemlisa@yahoo.co.uk	Cricket	25	Decrease 7	Y	Y
Redditch Utd	Claire Lane	Secretary	The Valley Stadium, Bromsgrove Road, R	B97 4RN	07971719574	lane11@blueyonder.co.uk	Football	200	Increase 30	Y	
Arrow Valley Rangers	Nigel Cave	Secretary	80 Moorcroft Gardens, Redditch	B97 5WG		nigeltcave@ymail.com	Football	15	Increase 5	Y	
Astwood Bank Cricket Club (Girls)	Jenni Haslam	Girls coach/ ladies ca	12 Retreat Street, Astwood Bank	B96 6AH	07411246936	jennihastlam@hotmail.co.uk	Cricket	40	Same	Y	
Astwood Bank Cricket Club	John Alexander	Chairman	51 Western Hill Close, Astwood Bank	B96 6BY	01527895200	ja@his.co.uk	Cricket	205	Increase 40	Y	
Winyates Wanderers	John Bailey	Secretary	14 Stapleton Close, Winyates	B98 0JS	07981 009 896	john.bailey@sky.com	Football	21	Increase	N	Y
Morton Stanley Rangers	Sharon Smith	Manager	92 Abbotswood Close	B96 0QF	07787 547185	sharon.smith73@sky.com	Football	18	Same	Y	Y
Astwood Colts	Sherry Hollingswor		111 Foxholes Lane, Callow Hill, Redditch	B97 5TY	01527 404155		Football	45	Decrease 10		Y
Dog and Pheasant	D O'Toole		44 Eckington Close, Redditch, Worcester	B98 7SA	07760 355251		Football	20	Same	N	
Feckenham FC	Philip Tattersall		1 Carlton Close, Headless Cross, Redditch	B97 5XG	01527 402851		Football	20	Same	Y	Y
Fleece FC	Peter Fullard		6 Mallard Road, Studley, Warwickshire	B80 7LT	07802 600107		Football	17	Same		Y
Greenlands FC	Robert Parsons		24 Wharrington Hill, Redditch, Worcester	B98 7QX	07954 584 834		Football	45	Same	Y	
Headless Cross FC	Shaun Browning		38 Banners Lane, Crabbs Cross, Redditch	B97 5NA	07798 584862		Football	24	Increase 2	Y	
Kings Park Rangers FC	Christopher Walker		39 Railway Walk, Breme Park, Bromsgro	B60 3GJ	01527 557452		Football	20	Same	Y	
Holloway Park FC	Adam Coffin		21 Southcrest Road, Lodge Park, Redditch	B98 7JG	01527 529 727		Football	25	Same	Y	
Park Athletic	Stephen Hopkins		108 Patch Lane, Oakenshaw, Redditch	B98 7XE	01527 540 638		Football	17	Same	Y	
South Redditch FC	William Leggatt		7 Chaddeley Close, Lodge Park, Redditch		01527 457 842		Football	20	Same	Y	
Redditch United Girls	Natalie Leroux		87 Foxlydiate Crescent, Batchley, Redditch	B97 6NJ	01527 460515	nat@rugfc.co.uk	Football	90	Increase 5	Y	Y
Victoria Barnt Green FC	Matthew Newbold		8 Reed Mace Drive, Bromsgrove, Worcester	B61 0UJ	01527 876547		Football	26	Same	Y	
Translift Bandi FC	Paul Hastings		7 Ashmores Close, Hunt End, Redditch	B97 5LP	01527 550521		Football	30	Increase 10	Y	Y
Webheath Colts	Simon Lynn		65 Terrys Close, Redditch, Worcestershire	B98 8EU	01527 584940		Football	25	Increase	Y	Y
Redditch Town Saturday FC	Matthew Friel		33 Shawbury Close, Redditch, Worcester	B98 0PE	07779 998 726	mfriel@blueyonder.co.uk	Football	80	Same	Y	Y
Mayfly FC	Liam Penn		53 Moorcroft Gardens, Walkwood, Redditch	B97 5WG	07799 144518	l.penn@yahoo.co.uk	Football	20	Same	Y	
Churchill United FC	Mark Garratley		Baccabox Lane Birmingham	B47 5BY	07966 980 533	markgarratley@tiscali.co.uk	Football	15	Same	Y	
Redditch Cricket Club	Dave Joynes	Chairman					Cricket	140	Increase 40	Y	
Redditch Rugby Club	Dave Joynes	Chairman					Rugby	190	Increase 30	Y	
Redditch Hockey Club	Dave Joynes	Chairman					Hockey	110	Increase 10	Y	
Bromsgrove General FC	Paul Martin Dorrell						Football	20	Decrease 2	Y	Y
Old Bromsgrovians Netball Club	Helen Lambert	Secretary	5 Pastorale Road, Bromsgrove	B60 2TP	07881 958 448	helliababes@hotmail.com	Netball	30	Increase 20	Y	Y
Blazin Angels Netball	Tracy Vemum-Coo	Secretary	7 Rowan Drive, Hall Green, Birmingham	B28 0YH	07801024766	tracy.vemum@btinternet.com	Netball	10	Same	N	
Lodge Park Ladies Netball Club	Charlotte Lees and	Co-Captains	20 Redstone Close, Church Hill North	B98 9AE		lodgeparknetball@hotmail.com	Netball	18	Same	Y	
Redditch Netball Club	Carrie Davis	Coach	5 Pensford Road, Northfield, Birmingham	B31 3AD	07879 610 478	enquines@redditchnetball.co.uk	Netball	35	Increase	N	Y
M.U.M.S	Sheena Kemp	Secretary	334 Kenilworth Road, Balsall Common, C	CV7 7ER	01676 533 685	sheekemp@btinternet.com	Netball	11	Increase 5	Y	Y
Nags Head Ladies Netball Team	Samantha Dunn	Co-Manager	15 Cradley Close, Redditch	B98 0AU	07765797077	nagsheadladiesnetball@qoqoemail.co.uk	Netball	16	Increase	Y	
Kingsley Junior Netball Club	Elaine Squirrel	Coach	19 Sherwell Drive, Alcester, Warks	B49 5HA	07739765037	elaine.squirrel@hotmail.co.uk	Netball	60	Same	Y	

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Current Problems						
	Lack of external funding	Lack of appropriate local facilities	Access difficulties	Lack of info about local services	Lack of volunteers/coaches	Retaining/recruiting members	Other
Sporting Club Redditch		Y					
Beoley Village FC	Y						
Black Horse FC	Y	Y			Y	Y	
Redditch Utd FC	Y						
Washford Lions	Y						
Steps Athletic FC	Y						
Redditch Cosmos		Y					All indoor training facilities are over priced for youth football teams
Feckenham Juniors FC					Y	Y	
King Fisher FC	Y				Y		
Hizza United FC							
Redditch CCFC	Y	Y				Y	
The Badgers FC	Y						
South Redditch Athletic	Y	Y					
Thomas Brothers	Y	Y					
Redditch Borough FC	Y	Y					
Feckenham Cricket Club	Y		Y		Y	Y	
Hewell Grangers							
Cookhill Cricket Club					Y	Y	Few younger members and no junior section
Redditch Utd	Y	Y	Y		Y		
Arrow Valley Rangers						Y	
Astwood Bank Cricket Club (Girls)							
Astwood Bank Cricket Club		Y					
Winyates Wanderers	Y	Y			Y		
Morton Stanley Rangers	Y	Y	Y				
Astwood Colts	Y					Y	Pitch prices too high
Dog and Pheasant							
Feckenham FC	Y		Y			Y	
Fleece FC	Y						
Greenlands FC		Y					
Headless Cross FC							
Kings Park Rangers FC							
Holloway Park FC							
Park Athletic							
South Redditch FC			Y				
Redditch United Girls	Y	Y			Y		
Victoria Barnt Green FC		Y					
Translift Bandi FC	Y						
Webheath Colts							
Redditch Town Saturday FC							
Mayfly FC							
Churchill United FC				Y			
Redditch Cricket Club					Y		
Redditch Rugby Club					Y		
Redditch Hockey Club					Y		
Bromsgrove General FC	Y						
Old Bromsgrovians Netball Club	Y					Y	
Blazin Angels Netball							
Lodge Park Ladies Netball Club	Y	Y				Y	Lack of training venues, either very expensive, times are very late or they are all reserved for indoor football
Redditch Netball Club	Y	Y			Y	Y	
M.U.M.S	Y	Y			Y	Y	
Nags Head Ladies Netball Team						Y	
Kingsley Junior Netball Club					Y		

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Charter Standard	Number of Teams	Where Players are From	Latent or Suppressed Demand?	Site Name	Ownership
Sporting Club Redditch	None	1	Headless Cross and Oakenshaw	No	Pathways	RBC
Beoley Village FC	None	1	No major area	No	Abbey Stadium	RBC
Black Horse FC	Basic	1	All Redditch, Bromsgrove and Worcester	No	Studley Sports and Social Club	WC
Redditch Utd FC	Community Club Standard	2	The first team players and the Floodlights	No	The Valley Stadium	RBC
Washford Lions	None	1	Headless Cross and Oakenshaw	No	Washford Park	RBC
Steps Athletic FC	None	1	Church Hill Ward	No	St Augustines Sports Centre	School
Redditch Cosmos	None	1	All Redditch, Bromsgrove	No	St Augustines Sports Centre	School
Feckenham Juniors FC	Basic	2	Greenlands Ward	No	Kingsley College	School
King Fisher FC	None	1	Mixed Redditch, South Birmingham	No	South Redditch Greenlands	RBC
Hizza United FC	None	2	Crabbs Cross Ward, Headless Cross	Yes - 1	Greenlands	RBC
Redditch CCFC	None	1	All Redditch	No	Pathways	RBC
The Badgers FC	None	2	Headless Cross and Oakenshaw	No	Trinity High School	RBC
South Redditch Athletic	Basic	1	Batchley, Central, Church, Crabbs	No	Greenlands	RBC
Thomas Brothers	None	1	Central	No	Inkberrow FC	Village of Inkberrow
Redditch Borough FC	Basic	8	Abbey, Batchley, Church Hill, Crabbs	No	Churchill Middle School	WC
Feckenham Cricket Club	Working towards ClubMark	7	Astwood Bank and Feckenham Ward	No	Mill Lane, Feckenham	Private
Hewell Grangers	None	1	HMP Hewell	No	Hewell	Government
Cookhill Cricket Club	None	2	Church Hill Ward	No	Cookhill Cricket Club	Private
Redditch Utd	Community Club Standard	15	Batchley, Church Hill, Crabbs Cross	Yes - 2 disability teams	Terry's Field, Bircensale School	RBC
Arrow Valley Rangers	Basic	1	Crabbs Cross Ward	No	Ridgeway Middle School	School
Astwood Bank Cricket Club (Girls)	Sport England ClubMark	3	Astwood Bank and Feckenham and	No	Cookhill Cricket Club	Private
Astwood Bank Cricket Club	Development Club Standard, Sport England ClubMark	20	Astwood Bank and Feckenham Ward	No	Astwood Bank Cricket Club	Private
Winyates Wanderers	Basic	1	Winyates Ward	No	Old Forge	RBC
Morton Stanley Rangers	Working towards ClubMark	1	Batchley Ward	No	Kingsley College	School
Astwood Colts	None	3	Greenlands Ward	No	Morton Stanley Park, Green Lane	RBC
Dog and Pheasant	None	1	Greenlands Ward	No	St Augustines Sports Centre	Private
Feckenham FC	None	1	Astwood Bank and Feckenham Ward	No	Studley Sports and Social Club	WC
Fleece FC	None	1	Crabbs Cross Ward	No	St Augustines Sports Centre	Private
Greenlands FC	None	3	Greenlands Ward	No	Morton Stanley Park, Green Lane	RBC
Headless Cross FC	None	1	Headless Cross and Oakenshaw	No	HDA, Batchley	Private
Kings Park Rangers FC	None	1	Batchley Ward	No	HDA, Batchley	Private
Holloway Park FC	None	1	Church Hill Ward	No	Holloway Park, Ash Lane, Hopwood	RBC
Park Athletic	None	1	Greenlands Ward	No	Old Forge	RBC
South Redditch FC	None	1	All Redditch	No	Feckenham FC	RBC
Redditch United Girls	Community Club Standard	7	All Redditch	No	South Redditch Sports and Social Club	RBC
Victoria Barnt Green FC	None	1	Church Hill Ward	Yes	HDA, Batchley	Private
Transliff Bandi FC	None	1	Church Hill Ward	No	Feckenham Playing Fields	RBC
Webbheath Colts	None	1	All Redditch	No	Washford Park	RBC
Redditch Town Saturday FC	None	4	All Redditch	No	Ridgeway Middle School	Private
Mayfly FC	None	1	Greenlands Ward	No	Pathways	RBC
Churchill United FC	Basic	1	Church Hill Ward	No	Churchill Middle School	School
Redditch Cricket Club	Basic	8	All Redditch	No	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private
Redditch Rugby Club	Sport England ClubMark	15	All Redditch	No	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private
Redditch Hockey Club	None	7	All Redditch	No	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private
Bromsgrove General FC	None	1			Victoria Ground, Birmingham Road	RBC
Old Bromsgrovians Netball Club	None	2	Bromsgrove	No	Kingsley College	School
Blazin Angels Netball	None	1	Hall Green, Stratford Upon Avon, Cotswolds	No	Kingsley College	School
Lodge Park Ladies Netball Club	None	1	Astwood Bank and Feckenham	No	Kingsley College	School
Redditch Netball Club	None	5	All Redditch	Yes	Kingsley College	School
M.U.M.S	None	1	Solithull	No	Kingsley College	School
Nags Head Ladies Netball Team	Sport England ClubMark	1	All Redditch	No	Kingsley College	School
Kingsley Junior Netball Club	Sport England ClubMark	6	All Redditch	No	Kingsley Sports Centre	RBC

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

SITE 1						
Club Name	Facilities	Pitch Quality	Changing Quality	Cost	Site Name	Ownership
Sporting Club Redditch	2 senior football pitches, changing facilities	Average	Poor	£36.80		
Beoley Village FC	Senior football pitches and changing rooms	Poor	Average	Unknown		
Black Horse FC	2 senior football pitches, 4 changing rooms	Average	Average	£1,200 per season		
Redditch Utd FC	1 senior football pitch, changing rooms, social club	Poor	Average	N/A		
Washford Lions	2 football pitches, changing rooms off site	Good	Average			
Steps Athletic FC	2 senior football pitches, changing facilities	Average	Excellent	£34.50 per match		
Redditch Cosmos	2 senior football pitches, changing facilities	Average	Good	£25.00		
Feckenham Juniors FC	2 senior (2 small sided)	Average	Average		Pathways	RBC
King Fisher FC	2 senior football pitches, changing facilities	Average	Poor	£33.75 pm		
Hizza United FC	5 pitches, changing rooms	Good	Average	£30	Greenlands	RBC
Redditch CCFC	2 football pitches, changing rooms	Average	Very Poor	£36.75		
The Badgers FC	Sports hall and APG	Good	Good	£24 per match	Pathways	RBC
South Redditch Athletic	4 football pitches	Poor	Very Poor	£40.90 per match		
Thomas Brothers	2 football pitches, changing rooms	Excellent	Excellent	TBC		
Redditch Borough FC	2 senior football pitches	Good	None	£9.50 per match		
Feckenham Cricket Club	1 cricket pitch, pavillion, 2 changing rooms	Good	Average	N/A	Cookhill CC	Private
Hewell Grangers		Average	Poor			
Cookhill Cricket Club	Cricket square with room for 12 wickets, cricket pavilion with 2 changing rooms, toilets, showers and kitchen,	Good	Average	0		
Redditch Utd	1 youth and 1 junior	Average	None			
Arrow Valley Rangers	Pitch	Good	None			
Astwood Bank Cricket Club (Girls)	1 cricket pitch and changing rooms	Good	Average	£20	Hanbury	RBC
Astwood Bank Cricket Club	1 cricket pitch and 4 lane nets	Good	Average	N/A	Hanbury	RBC
Winyates Wanderers	1 undersize football pitch and changing	Below average	Good	£36.75		
Morton Stanley Rangers	2 senior pitches	Good	None	£15		
Astwood Colts	4 senior football, 1 junior football	Below average	None	£18 per pitch		
Dog and Pheasant	2 senior football, changing	Good	Excellent	£34.50		
Feckenham FC	2 senior football, changing	Good	Good			
Fleece FC	2 senior football, changing	Average	Good			
Greenlands FC	3 senior football	Average	None	£16		
Headless Cross FC	1 senior football, changing	Good	Excellent	£45		
Kings Park Rangers FC	2 senior football, changing	Excellent	Good	£45 per match		
Holloway Park FC	2 senior football, changing	Good	Average			
Park Athletic	2 senior football	Average	Average	£40		
South Redditch FC	1 senior football	Good	Good	£33 pitch, £35 changing		
Redditch United Girls	4 junior football, changing	Below average	Poor	£22	Openshaw Road	RBC
Victoria Barnt Green FC	2 senior football, changing	Good	Good	£45 per week		
Transliff Bandi FC	1 senior football, changing	Average	Average	£30 pitch, £35 changing		
Webheath Colts	2 senior football	Good	None	£38.60		
Redditch Town Saturday FC	2 junior football, 1 senior football	Excellent	None	£500 per season	Studley Sports and Social Club	Private
Mayfly FC	2 senior football, changing	Average	Good	£40 per match		
Churchill United FC	1 junior football, 1 senior football	Excellent	None			
Redditch Cricket Club	3 practice nets and square	Below average	Excellent			
Redditch Rugby Club	3 senior football, changing	Good	Excellent	£40 per week		
Redditch Hockey Club	1 AGP floodlit, changing	Average	Excellent			
Bromsgrove General FC	1 senior football, changing	Good	Good			
Old Bromsgrovians Netball Club	6 netball courts	Good	None	£8 per match		
Blazin Angels Netball	6 netball courts	Average	Poor	£13.50		
Lodge Park Ladies Netball Club	5 netball courts	Poor	None	£13.50 per match		
Redditch Netball Club	6 netball courts - 1 unusable due to basketball posts	Good	Good	£20 per team per home game		
M.U.M.S	Netball courts	Good	Good	£14 per match		
Nags Head Ladies Netball Team	Outdoor netball courts	Good	Average	£15 per home game		
Kingsley Junior Netball Club	6 Outdoor Netball Courts	Average	Average	£20		

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	TRAINING SITE 1		Site Name	Ownership	Facilities	Use	Pitch Quality	Changing Quality	Cost
	Changing Quality	Cost							
Sporting Club Redditch			Arrow Vale High School	School	AGP, floodlit	Tue PM	Average	None	£29.10 per hour
Beoley Village FC			Beoley Playing Field	Beoley Parish Council	Grass	Wed PM	Good	None	None
Black Horse FC									
Redditch Utd FC			The Valley Stadium	RBC	Pitch, floodlights, changing rooms, club house	Tues & Thurs PM	Poor	Average	N/A
Washford Lions			Arrow Vale High School	School	AGP, floodlit	Thurs PM	Average	Average	£26 per hour
Steps Athletic FC			Arrow Vale High School	School	AGP, floodlit	Wed PM	Good	None	£31 per hour
Redditch Cosmos			St Augustines Sports Center	School	Indoor Hall	Sat AM	Average	Average	£25 per hour
Feckenham Juniors FC			Studley BKL	Private	AGP, floodlit	Wed PM	Excellent	Good	£25 per hour
King Fisher FC			Studley Sports Centre	Private	AGP, floodlit	Wed PM	Excellent	Excellent	£32 per hour
Hizza United FC			Redditch Rugby Club	Private	AGP	Tue PM	Good	Good	£55
Redditch CCFC									
The Badgers FC			Arrow Vale High School	School	AGP	Tue PM	Good	Good	£29.10 per hour
South Redditch Athletic									
Thomas Brothers			Studley FC	Private	AGP	Tue PM	Excellent	Excellent	£32 ph
Redditch Borough FC			Trinity High School	WCC	Indoor	Mon/ Tue	Good	Good	£28.50 ph
Feckenham Cricket Club			Alcester Grammer School sports hall	School	Indoor sports hall with artificial mat	Sun PM for 8 weeks pre season	Average	Excellent	£30 ph
Hewell Grangers			Hewell	Government			Average	Poor	
Cookhill Cricket Club			Cookhill Cricket Club	Private	Cricket net with artificial surface	Thurs PM	Poor		0
Redditch Utd			Terry's Field, Bircensale School	RBC	1 youth and 1 junior		Average	None	
Arrow Valley Rangers			Arrow Vale High School	RBC	AGP	Thurs PM	Average	Good	
Astwood Bank Cricket Club (Girls)	Good	Club owned	Astwood Bank CC	Private	Nets with full artificial strip and outfield	Wed/Fri PM	Good	Average	
Astwood Bank Cricket Club			Astwood Bank CC	Private	Pitch and 4 lane nets	Every day	Excellent		N/A
Winyates Wanderers			Trinity High School	School	AGP	Thurs PM	Average	None	£31 per hour
Morton Stanley Rangers			Trinity High School	School	AGP, floodlit	Tues PM	Average	None	£30.50 per hour
Astwood Colts			Arrow Vale High School	School	AGP		Good	None	
Dog and Pheasant									
Feckenham FC									
Fleece FC									
Greenlands FC			Arrow Vale High School	School	AGP		Good	Good	£27.50
Headless Cross FC									
Kings Park Rangers FC			Arrow Vale High School	School	AGP		Below Average	None	£30 per week
Holloway Park FC			Studley Sports and Social Club	Private	AGP		Excellent		
Park Athletic									
South Redditch FC									
Redditch United Girls	Poor	£45	Pathways, Washford Lane		2 senior football		Average		
Victoria Barnt Green FC									
Translift Bandi FC									
Webheath Colts			Kingsley College	School	Indoor football		Average	Average	
Redditch Town Saturday FC			Arrow Vale High School	School	AGP		Average		£30
Mayfly FC			Studley BKL		AGP, changing		Excellent	Good	£32
Churchill United FC			Trinity High School	School	AGP		Good	None	
Redditch Cricket Club									
Redditch Rugby Club									
Redditch Hockey Club									
Bromsgrove General FC			Rubery School						
Old Bromsgrovians Netball Club			Bromsgrove School	School	Outdoor, floodlit netball courts	Mon PM	Excellent	Excellent	£14 per hour
Blazin Angels Netball									
Lodge Park Ladies Netball Club			Bromsgrove North High School	School	Indoor netball court	Mon PN	Excellent	None	£35 + VAT per hr
Redditch Netball Club			Trinity high School	School	Indoor gym and indoor netball courts	Mon PM	Good	Good	£48.50 per night
M.U.M.S									
Nags Head Ladies Netball Team			Kingsley Sports Centre	RBC	Indoor sports hall	Thurs PM	Good	Average	£39.50 for 1 hr 10 mins
Kingsley Junior Netball Club			Kingsley Sports Centre	RBC	Indoor Sports hall	Wed PM	Good	Average	£2 per player per session

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	TRAINING SITE 2						
	Site Name	Ownership	Facilities	Use	Pitch Quality	Changing Quality	Cost
Sporting Club Redditch							
Beoley Village FC							
Black Horse FC							
Redditch Utd FC							
Washford Lions							
Steps Athletic FC							
Redditch Cosmos							
Feckenham Juniors FC	Redditch Hockey Club	Private	AGP, floodlit	Thurs PM	Excellent	Good	£25 per hour
King Fisher FC							
Hizza United FC							
Redditch CCFC							
The Badgers FC							
South Redditch Athletic							
Thomas Brothers							
Redditch Borough FC							
Feckenham Cricket Club	Feckenham CC	Private	Artificial mat in net plus portable net used on cricket system.	Wed/ Fri PM	Average	Average	N/A
Hewell Grangers							
Cookhill Cricket Club							
Redditch Utd							
Arrow Valley Rangers							
Astwood Bank Cricket Club (Girls)							
Astwood Bank Cricket Club							
Winyates Wanderers							
Morton Stanley Rangers							
Astwood Colts							
Dog and Pheasant							
Feckenham FC							
Fleece FC							
Greenlands FC							
Headless Cross FC							
Kings Park Rangers FC							
Holloway Park FC							
Park Athletic							
South Redditch FC							
Redditch United Girls							
Victoria Barnt Green FC							
Translift Bandi FC							
Webheath Colts	Arrow Vale High School	School	Indoor football		Average	Average	
Redditch Town Saturday FC							
Mayfly FC							
Churchill United FC							
Redditch Cricket Club							
Redditch Rugby Club							
Redditch Hockey Club							
Bromsgrove General FC							
Old Bromsgrovians Netball Club							
Blazin Angels Netball							
Lodge Park Ladies Netball Club							
Redditch Netball Club							
M.U.M.S							
Nags Head Ladies Netball Team							
Kingsley Junior Netball Club							

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Facilities Rated Poor
Sporting Club Redditch	Pathways, waterlogged, grass too long, inadequate changing
Beoley Village FC	Abbey Stadium, potholes unfilled for years, grass often uncut for weeks
Black Horse FC	
Redditch Utd FC	The Valley Stadium - Pitch is very worn and bumpy, Drainage is not great and in very wet weather liable to flooding
Washford Lions	
Steps Athletic FC	
Redditch Cosmos	
Feckenham Juniors FC	
King Fisher FC	South Redditch - Outdated shower cold dirty
Hizza United FC	Greenlands 5 - Holes, goals were down last week
Redditch CCFC	Pathways - 2 football pitches - all year round pitched are waterlogged after heavy rain
The Badgers FC	
South Redditch Athletic	South Redditch - Changing rooms often not cleaned, poor pitch quality with water logging.
Thomas Brothers	
Redditch Borough FC	
Feckenham Cricket Club	
Hewell Grangers	Hewell - Uneven pitch, no changing facilities
Cookhill Cricket Club	Cookhill CC - Cricket net is worn and in poor condition, which needs investment in new and improved training facility, but due to current lack of resources this cannot be achieved.
Redditch Utd	
Arrow Valley Rangers	
Astwood Bank Cricket Club (Girls)	
Astwood Bank Cricket Club	
Winyates Wanderers	Old Forge - pitch is undersize, holds water, grass not always cut, lines not marked
Morton Stanley Rangers	
Astwood Colts	
Dog and Pheasant	
Feckenham FC	
Fleece FC	
Greenlands FC	
Headless Cross FC	
Kings Park Rangers FC	
Holloway Park FC	
Park Athletic	
South Redditch FC	
Redditch United Girls	South Redditch Sports and Social Club, Abbey Stadium - dog poo, no line markings, poor toilets, people playing golf
Victoria Barnt Green FC	
Translift Bandi FC	
Webbheath Colts	
Redditch Town Saturday FC	
Mayfly FC	
Churchill United FC	
Redditch Cricket Club	
Redditch Rugby Club	
Redditch Hockey Club	
Bromsgrove General FC	
Old Bromsgrovians Netball Club	
Blazin Angels Netball	Kingsley College - toilets not clean, lack of paper sometimes
Lodge Park Ladies Netball Club	Kingsley College - lots of litter, screws and bolts were on the court last week, very slippery, posts dated, only 5 out of 6 courts can be used because of the basketball nets
Redditch Netball Club	
M.U.M.S	
Nags Head Ladies Netball Team	
Kingsley Junior Netball Club	

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Cancellations	Distance	Access	
			Better facilities, travel further	Less good facilities, nearer to home
Sporting Club Redditch	Pathways - 6 - waterlogging, frozen	4-5 miles	Y	
Beoley Village FC	Abbey Stadium - 6 - waterlogging, frozen	5-10 miles	Y	
Black Horse FC	Studley Sports and Social Club - 4 - Waterlogging	5-10 miles	Y	
Redditch Utd FC	The Valley Stadium - 8 - Flooding/ frost	More than 10 miles	Y	
Washford Lions		3-4 miles	Y	
Steps Athletic FC		3-4 miles	Y	
Redditch Cosmos	St Augustines - 4 - water logged	3-4 miles	Y	
Feckenham Juniors FC	Various - Bad drainage means any wet weather ruins pitches. Dec - Feb not many games were played	3-4 miles	Y	
King Fisher FC	Abbey Stadium - 4 Water logging	5-6 miles	Y	
Hizza United FC	Greenlands - 2 - water logging	More than 10 miles	Y	
Redditch CCFC	Pathways - 5 - due to weather	1-2 miles	Y	
The Badgers FC		3-4 miles	Y	
South Redditch Athletic	Greenlands - 4 - waterlogging	1-2 miles	Y	
Thomas Brothers		7-10 miles	Y	
Redditch Borough FC	Churchill Middle School - 4 - waterlogging	3-4 miles	Y	
Feckenham Cricket Club	Mill Lane, Feckenham - 8 - rain	7-10 miles		Y
Hewell Grangers		Less than 1 mile		Y
Cookhill Cricket Club	Cookhill CC - 5 - lack of player availability	7-10 miles	Y	
Redditch Utd	Terry's Field - 8 poor weather in Dec + Jan	7-10 miles	Y	
Arrow Valley Rangers	Ridgeway Middle School - 3 - Waterlogging - Frozen Pitch	5-6 miles	Y	
Astwood Bank Cricket Club (Girls)		3-4 miles	Y	
Astwood Bank Cricket Club				
Winyates Wanderers	Old Forge - 5/6 - waterlogging	1-2 miles	Y	
Morton Stanley Rangers	Kingsley College - 3 - waterlogging	5-6 miles	Y	
Astwood Colts	Morton Stanley Park - 10	5-6 miles		Y
Dog and Pheasant		1-2 miles	Y	
Feckenham FC	Studley Sports and Social Club - 6 - waterlogging	3-4 miles	Y	
Fleece FC	St Augustines - 4 - weather	5-6 miles		Y
Greenlands FC	Morton Stanley Park - 6	3-4 miles	Y	
Headless Cross FC		7-10 miles		Y
Kings Park Rangers FC	HDA, Batchley - 1 - waterlogging	5-6 miles		Y
Holloway Park FC		3-4 miles	Y	
Park Athletic		5-6 miles	Y	
South Redditch FC		5-6 miles		Y
Redditch United Girls	South Redditch Sports and Social Club - 3 - frozen	1-2 miles		Y
Victoria Barnt Green FC		More than 10 miles	Y	
Translift Bandi FC		7-10 miles	Y	
Webheath Colts	Washford Field - 2 - weather	5-6 miles		Y
Redditch Town Saturday FC	Ridgeway - 2 - snow	5-6 miles	Y	
Mayfly FC		1-2 miles	Y	
Churchill United FC	Churchill Middle School - 2 - weather	5-6 miles		Y
Redditch Cricket Club		5-6 miles		Y
Redditch Rugby Club		5-6 miles		Y
Redditch Hockey Club		5-6 miles		Y
Bromsgrove General FC		3-4 miles		Y
Old Bromsgrovians Netball Club		5-6 miles	Y	
Blazin Angels Netball	Kingsley College - 2 - snow	More than 10 miles	Y	
Lodge Park Ladies Netball Club	Kingsley College - 1 - snow/weather	5-6 miles	Y	
Redditch Netball Club		3-4 miles		Y
M.U.M.S		More than 10 miles	Y	
Nags Head Ladies Netball Team		5-6 miles		
Kingsley Junior Netball Club		7-10 miles		Y

APPENDIX 5 - OUTDOOR SPORT DEMAND - CLUB INFORMATION

Club Name	Comments
Sporting Club Redditch	We hope to find a private pitch next season but it is very hard
Beoley Village FC	Pitch standard at Abbey Stadium has deteriorated badly over last 3 yrs. Other than grass mowing and marking no maintenance appears to be undertaken.
Black Horse FC	Probably the amount of games played on our pitches (2xsunday mens, 1xsunday ladies, 1xsaturday mens team share) causes problem with drainage and the amount of cutting up of the surface.
Redditch Utd FC	
Washford Lions	
Steps Athletic FC	
Redditch Cosmos	All Redditch pitches are waterlogged after a couple of days of rain. Very poor drainage on every pitch, sometimes grass is too long. Every year there are less and less pitches, which mean the pitches are becoming even more poor.
Feckenham Juniors FC	
King Fisher FC	Moved from Abbey Stadium to Greenlands due to proposed redevelopment. Pitch ok changing facilities/ showers a lot inferior to previous cold/ dirty.
Hizza United FC	I think that RBC should look into providing pitches suitable for the Premier League in the League system! Could charge more for it!
Redditch CCFC	
The Badgers FC	As long as the grass is mown to an acceptable level, we have no reason to move our home pitch away from pathways.
South Redditch Athletic	Had a lot of problems regarding changing rooms over the last two seasons. Damage to sky lights broken glass everywhere. Have sent a number of emails to Kingsley regarding state of pitches and changing rooms for price payed. Changing room should have been replaced.
Thomas Brothers	Previously used Abbey Stadium pitches 2004-10 these need to be replaced. All other changing/ pitch facilities are poor.
Redditch Borough FC	It would be nice to have two allocated pitches with changing room facilities which we could hire all year round for a reasonable price but there are none available in Redditch.
Feckenham Cricket Club	Cricket is a sport where good quality pitches are essential for the game to be played safely. To maintain pitches to a good standard is very costly due to the need for expensive equipment such as; pitch mowers, outfield mowers, scarifiers, aerators and rollers. The English Cricket Club Board ad County Cricket Boards direct to thioer grass roots funding to 'elite' cricet clubs called Focus Clubs. These are usually bigger wealthier clubs who have the best equipment and facilities anyway. Smaller clubs without the 'Focus' finding it increasingly difficult to compete against thier privileged neighbours.
Hewell Grangers	
Cookhill Cricket Club	The club currently hires out its facilities to other local cricket clubs when not being used by Cookhill. Furthermore, the club are currently putting together a development plan which primarily aims to increase members and volunteer numbers, and reverse the dwindling and aging club membership base.
Redditch Utd	
Arrow Valley Rangers	
Astwood Bank Cricket Club (Girls)	
Astwood Bank Cricket Club	MISSING BACK PAGE OF INFORMATION
Winyates Wanderers	
Morton Stanley Rangers	
Astwood Colts	
Dog and Pheasant	
Feckenham FC	
Fleece FC	
Greenlands FC	
Headless Cross FC	
Kings Park Rangers FC	Lack of taining facilities
Holloway Park FC	
Park Athletic	
South Redditch FC	
Redditch United Girls	Women treatde as 2nd class citizens compared to men. Pitches do not have line markings and people play golf on them
Victoria Barnt Green FC	
Translift Bandi FC	
Webheath Colts	
Redditch Town Saturday FC	
Mayfly FC	
Churchill United FC	
Redditch Cricket Club	Currently no team information as of 28/10/10 and response not inputted to SNAP
Redditch Rugby Club	
Redditch Hockey Club	
Bromsgrove General FC	POSSIBLY OUTSIDE AREA
Old Bromsgrovians Netball Club	We've also used South Bromsgrove High School for training, also very good facilities
Blazin Angels Netball	
Lodge Park Ladies Netball Club	Would be interested in more sports centres having proper netball courts outlines indoor and outdoors as the amount of choice to pick from it very limited. Arrow Vale high school for instance has a proper indoor full sized netball court but no posts, this is una
Redditch Netball Club	With regard to the last question - I don't particularly agree with either but opted for statement 2 as it is important to our league and players to keep playing within the Redditch area. Good quality facilities out of the area mean a restriction on availability of play "get the bus" to netball games or training are not likely to do so if they have to travel on public transport for an hour to get there 1st.
M.U.M.S	
Nags Head Ladies Netball Team	Kingsley is a great place to train and play as it is local for all of our players. The only issue we currently have is availability (we train at 9:10pm and this is too late for some of our players so numbers have decreased) and also cost. If costs could be reduced more people play netball.
Kingsley Junior Netball Club	The outside courts have a relatively new surface however, they are becoming slippery which suggests they need a proper clean. The posts also need repair.

APPENDIX 5 - OUTDOOR SPORT DEMAND - FOOTBALL

Information Source	Club Name	Type of Team	League Played in	Venue for Home Games	Ownership of Facility	Gender	Pitch Demand	Mid-week	Sat AM	Sat PM	Sun AM	Sun PM
Telephone	A2B FC	Senior Men	Redditch & South Warwickshire Combination	Redditch FC Pitch II	RBC	M	S					1
Pitch Bookings	Arrow Athletic	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Paper questionnaire	Arrow Valley Rangers	Youth	Central Warwickshire Youth Football League	Ridgeway Middle School	School	M	S					1
Telephone	Astwood Colts FC	Youth	Central Warwickshire Youth Football League	Morton Stanley Park	RBC	M	S					1
Paper questionnaire	Beoley Village FC	Senior Men	Redditch & South Warwickshire Combination	Abbey Stadium	RBC	M	S					1
Paper questionnaire	Black Horse FC	Senior Men	Redditch & South Warwickshire Combination	Studley Sports and Social Club	Warwickshire	M	S					1
Pitch Bookings	Bournbrook United	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Pitch Bookings	Dagnall End Rovers	Senior Men	Redditch & South Warwickshire Combination	Old Forge	RBC	M	S					1
Telephone	Dog and Pheasant United FC	Senior Men	Redditch & South Warwickshire Combination	St Augustines	Private	M	S					1
Telephone	Duck Pond Utd	Senior Men	Redditch & South Warwickshire Combination	None Allocated	N/A	M	S					1
Telephone	Fleece FC	Senior Men	Worcestershire League	St Augustines School	Private	M	S					1
Telephone	Greenlands FC	U17 boys	Central Warwickshire Youth Football League	Morton Stanley Park	RBC	M	S					1
Telephone	Headless Cross FC	Senior Men	Redditch & South Warwickshire Combination	HDA, Batchley	Private	M	S					1
Paper questionnaire	Hizza United FC	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Paper questionnaire	Hizza United Reserves	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Telephone	Holloway Park FC	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Pitch Bookings	Kingfisher Angling	Senior Men	Redditch & South Warwickshire Combination	Old Forge	RBC	M	S					1
Paper questionnaire	Kingfisher FC	Senior Men	Redditch & South Warwickshire Combination	South Redditch Sports and Social Club	RBC	M	S					1
Pitch Bookings	Kings Arms United	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Telephone	Kings Park Rangers FC	Senior Men	Bromsgrove and District Football League	HDA, Batchley	Private	M	S					1
Telephone	Mayfly FC	Senior Men	Redditch & South Warwickshire Combination	Pathways	RBC	M	S					1
Pitch Bookings	Mayfly Old Boys	Senior Men	Redditch & South Warwickshire Combination	Pathways	RBC	M	S					1
FA Club Finder	Oakenshaw FC	Senior Men	Bromsgrove and District Football League	St Augustines Sports Centre/School	School	M	S					1
Telephone	Park Athletic	Senior Men	Redditch & South Warwickshire Combination	Old Forge	RBC	M	S					1
Paper questionnaire	Redditch CCFC	Senior Men	Redditch & South Warwickshire Combination	Pathways	RBC	M	S					1
Paper questionnaire	Redditch United FC	Senior Men	Blue Square Bet North	The Valley Stadium	RBC	M	S			1		
Paper questionnaire	Redditch United FC	Youth Male Under 18	Midland Floodlit Youth League	The Valley Stadium	RBC	M	S	1				
Telephone	Redditch United Girls	Open Age	Central Warwickshire	Abbey Stadium	RBC	F	S			1		
FA Club Finder	Redditch United Women's	Senior Women	West Midlands Regional Women's Football League	The Valley Stadium	RBC	F	S					1
Paper questionnaire	Redditch Utd Junior	Youth	Midland Junior	The Valley Stadium	RBC	M	S		1			
Pitch Bookings	Royal Oak	Senior Men	Redditch & South Warwickshire Combination	Greenlands	RBC	M	S					1
Paper questionnaire	South Redditch Athletic	Senior Men	Stratford Alliance	Greenlands	RBC	M	S			1		
Telephone	South Redditch FC	Senior Men	Redditch & South Warwickshire Combination	Feckenham FC	RBC	M	S					1
Paper questionnaire	Sporting Club Redditch	Senior Men	Redditch & South Warwickshire Combination	Pathways	RBC	M	S					1
Paper questionnaire	Steps Athletic	Senior Men	Bromsgrove and District Football League	St Augustines	School	M	S					1
Pitch Bookings	Studley Road Old Boys	Senior Men	Redditch & South Warwickshire Combination	Washford Park	RBC	M	S					1
Paper questionnaire	The Badgers FC	Senior Men	Leisure League	Trinity High School	School	M	S	1				
Paper questionnaire	The Badgers FC	Senior Men	Stratford Alliance	Pathways	RBC	M	S			1		
Telephone	Translift Bendi FC	Senior Men	Redditch & South Warwickshire Combination	Feckenham Playing Field	RBC	M	S					1
Telephone	Victoria Barnt Green FC	Senior Men	Bromsgrove and District Football League	HDA, Batchley	RBC	M	S					1
Paper questionnaire	Washford Lions	Senior Men	Stratford District	Washford Park	RBC	M	S			1		
Telephone	Webheath Colts	Senior Men	Redditch & South Warwickshire Combination	Washford Park	RBC	M	S					1
Paper questionnaire	Winyates Wanderers	Senior Men	Redditch & South Warwickshire Combination	Old Forge	RBC	M	S					1

APPENDIX 5 - OUTDOOR SPORT DEMAND - CRICKET

Information Source	Club Name	Type of Team	League Played in	Venue for Home Games	Ownership of Facility	Gender	Junior / Senior	Mid-week	Sat AM	Sat PM	Sun AM	Sun PM
Paper Questionnaire	Feckenham Cricket Club	Sat 1st XI	Worcestershire County League	Mill Lane, Feckenham	Private	M	S			1		
Paper Questionnaire	Feckenham Cricket Club	Sat 2nd XI	Worcestershire County League	Mill Lane, Feckenham	Private	M	S			1		
Paper Questionnaire	Feckenham Cricket Club	Sat 3rd XI	Worcestershire County League	Cookhill CC	Private	M	S			1		
Paper Questionnaire	Feckenham Cricket Club	Sun 1st XI	Friendly Fixtures	Mill Lane, Feckenham	Private	M	S					1
Paper Questionnaire	Feckenham Cricket Club	Sun 2nd XI	Worcestershire Sunday League	Mill Lane, Feckenham	Private	M	S					1
Paper Questionnaire	Feckenham Cricket Club	U16	WCB U16 League	Mill Lane, Feckenham	Private	M	J	1				
Paper Questionnaire	Feckenham Cricket Club	U11/10	U11/10 Friendly fixtures	Mill Lane, Feckenham	Private	M	J	1				
Paper Questionnaire	Astwood Bank Girls	Girls U13	Wors U13 & Lady Tavern Cup	Cookhill CC	Private	F	J	1				
Paper Questionnaire	Astwood Bank Girls	Girls U15	Wors U15 & Lady Tavern Cup	Cookhill CC	Private	F	J	1				
Paper Questionnaire	Astwood Bank Ladies	Senior Women	Womens Midlands League	Astwood Bank/ Handbury	Private/RBC	F	S					1
Paper Questionnaire	Astwood Bank Cricket Club	U 10	Worcester Cricket Board	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U11	Worcester Cricket Board	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U12A	Worcester Cricket Board	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U12B	Worcester Cricket Board	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U13	Worcester Cricket Board	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U14	East Worcestershire Junior League	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U15	East Worcestershire Junior League	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U16A	East Worcestershire Junior League	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U16B	East Worcestershire Junior League	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	U17	East Worcestershire Junior League	Astwood Bank CC	Private	M	J	1				
Paper Questionnaire	Astwood Bank Cricket Club	Sunday 1st XI	Worcestershire Sunday League	Astwood Bank/ Handbury	Private/RBC	M	S					1
Paper Questionnaire	Astwood Bank Cricket Club	Sunday 2nd XI	Worcestershire Sunday League	Astwood Bank/ Handbury	Private/RBC	M	S					1
Paper Questionnaire	Astwood Bank Cricket Club	1st XI	Worcestershire County League	Astwood Bank/ Handbury	Private/RBC	M	S			1		
Paper Questionnaire	Astwood Bank Cricket Club	2nd XI	Worcestershire County League	Astwood Bank/ Handbury	Private/RBC	M	S			1		
Paper Questionnaire	Astwood Bank Cricket Club	3rd XI	Worcestershire County League	Astwood Bank/ Handbury	Private/RBC	M	S			1		
Paper Questionnaire	Astwood Bank Cricket Club	4th XI	Worcestershire County League	Astwood Bank/ Handbury	Private/RBC	M	S			1		
Telephone	Redditch Cricket Club	Junior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J	1				
Telephone	Redditch Cricket Club	Junior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J	1				
Telephone	Redditch Cricket Club	Junior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J	1				
Telephone	Redditch Cricket Club	Junior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J	1				
Telephone	Redditch Cricket Club	Junior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J	1				
Telephone	Redditch Cricket Club	Sat 1st XI	Worcestershire County League	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S			1		
Telephone	Redditch Cricket Club	Sat 2nd XI	Worcestershire County League	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S			1		
Telephone	Redditch Cricket Club	Sunday 1st XI	Worcestershire Sunday League	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S					1
Telephone	Redditch Cricket Club	Senior		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	S					1

TEAMS OUTSIDE BOROUGH

Paper Questionnaire	Cookhill Cricket Club	1st XI	Cotswold Hills League	Nevill Arms	Private	M	S			1		
Paper Questionnaire	Cookhill Cricket Club	Friendly XI	Friendly Fixtures	Nevill Arms	Private	M	S					1

APPENDIX 5 - OUTDOOR SPORT DEMAND - RUGBY


Information Source	Club Name	Type of Team	League Played in	Venue for Home Games	Ownership of Facility	Gender	Pitch Demand	Mid-week	Sat AM	Sat PM	Sun AM	Sun PM
Telephone	Redditch Rugby Club	Senior Men	North Midlands 4 West	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Rugby Club	Senior Men	Worcestershire 2nd Merit League	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S			1		
Telephone	Redditch Rugby Club	Senior Men	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Rugby Club	Senior Men	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Rugby Club	U7 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U8 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U9 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U10 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U11 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U12 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U13 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U14 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	M					1
Telephone	Redditch Rugby Club	U15 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J					1
Telephone	Redditch Rugby Club	U16 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J					1
Telephone	Redditch Rugby Club	U17 boys	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J					1
Telephone	Redditch Rugby Club	Womens	Friendly	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	N/A				1	

APPENDIX 5 - OUTDOOR SPORT DEMAND - HOCKEY

Information Source	Club Name	Type of Team	League Played in	Venue for Home Games	Ownership of Facility	Gender	Pitch Demand	Mid-week	Sat AM	Sat PM	Sun AM	Sun PM
Telephone	Redditch Hockey Club	Senior Men 1st Team	MRHA West Mids Premier	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Hockey Club	Senior Men 2nd Team	MRHA: 2nd Team League	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Hockey Club	Senior Men 3rd Team	MRHA 3rd XI West Mids 2	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	S				1	
Telephone	Redditch Hockey Club	U18 girls	England Hockey Girls Cup	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	J				1	
Telephone	Redditch Hockey Club	U18 boys	England Hockey Boys Cup	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J				1	
Telephone	Redditch Hockey Club	U15 girls		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	J				1	
Telephone	Redditch Hockey Club	U15 boys		Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	M	J				1	
Telephone	Redditch Hockey Club	Senior Womens 1st Team	Worcs LHL Division 1	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	S				1	
Telephone	Redditch Hockey Club	Senior Womens 2nd Team	Worcs LHL Division 3	Redditch Cricket, Hockey and Rugby Club, Bromsgrove Road	Private	F	S		1			
Telephone	Bromsgrove Hockey Club	Senior Men 1st Team	MRHA West Mids Div 2	Trinity School	LEA/LA	M	S				1	
Telephone	Bromsgrove Hockey Club	Senior Men 2nd Team	MRHA 2nd XI West Mids Premier	Trinity School	LEA/LA	M	S				1	
Telephone	Bromsgrove Hockey Club	Senior Men 3rd Team	MRHA 3rd XI West Mids 1	Trinity School	LEA/LA	M	S				1	
Telephone	Bromsgrove Hockey Club	Senior Men 4th Team	Fathom League	Trinity School	LEA/LA	M	S				1	
Telephone	Bromsgrove Hockey Club	Senior Womens 1st Team		Trinity School	LEA/LA	F	S		1			
Telephone	Bromsgrove Hockey Club	Senior Womens 2nd Team		Trinity School	LEA/LA	F	S		1			
Telephone	Bromsgrove Hockey Club	Senior Womens 3rd Team		Trinity School	LEA/LA	F	S		1			
Telephone	Bromsgrove Hockey Club	Bromsgrove Badgers	Midlands South League	Trinity School	LEA/LA	M	S				1	

APPENDIX 5 - OUTDOOR SPORT DEMAND - CRICKET

Information Source	Club Name	Type of Team	League Played in	Venue for Home Games	Ownership of Facility	Gender	Mid-week	Sat AM	Sat PM	Sun AM	Sun PM	
Paper Questionnaire	Old Bromsgrovians Netball Club	Senior Ladies	Redditch Netball League	Kingsley College	School	F				1		
Paper Questionnaire	Old Bromsgrovians Netball Club	Senior Ladies	Redditch Netball League	Kingsley College	School	F				1		
Paper Questionnaire	Blazin Angels Netball	Senior Ladies	Redditch Netball League	Kingsley College	School	F				1		
Paper Questionnaire	Lodge Park Ladies Netball Club	Senior Ladies	Redditch Netball League	Kingsley College	School	F				1		
Paper Questionnaire	Redditch Netball Club - Redditch 1	Senior Ladies	Redditch, Stratford, Worcester and Kidderminster League	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Redditch Netball Club - Redditch Diamonds	Senior Ladies	Redditch Netball League	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Redditch Netball Club - Redditch Rubies	Senior Ladies	Redditch Netball League	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Redditch Netball Club - Redditch Pearls	Junior Mixed	Redditch Netball League	Kingsley Sports Centre	Local Council	M&F				1		
Paper Questionnaire	Redditch Netball Club - Redditch Sapphires	Junior Mixed	Redditch Netball League	Kingsley Sports Centre	Local Council	M&F				1		
Paper Questionnaire	M.U.M.S	Senior Ladies	Redditch Netball League	Kingsley College	School	F	1					
Paper Questionnaire	Nags Head Ladies Netball Club	Senior Ladies	Redditch League 3/4	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Kingsley Junior Netball Club	U16 Girls	Redditch Netball League	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Kingsley Junior Netball Club	U15 Girls	Redditch Netball League	Kingsley Sports Centre	Local Council	F				1		
Paper Questionnaire	Kingsley Junior Netball Club	U14 Girls	Friendlies			F						
Paper Questionnaire	Kingsley Junior Netball Club	U13 Girls	Friendlies			F						
Paper Questionnaire	Kingsley Junior Netball Club	U12 Girls	Friendlies			F						
Paper Questionnaire	Kingsley Junior Netball Club	U11 Girls	Friendlies			F						

The background of the page is a photograph of a soccer field. In the foreground, there is a close-up, low-angle shot of vibrant green grass blades. In the mid-ground, a soccer goal is visible, slightly out of focus. To the left of the goal, a tall, white vertical pole stands. The background beyond the field is blurred, showing trees and a clear sky.

Appendix 6

Quality Value Matrix

APPENDIX 6 - QUALITY VALUE MATRIX

Playing Pitch Assessment: Site Classification Matrix

Sites classified to provide a guide to planning policy options

SITE DESCRIPTION	LIKELY POLICY
High Quality, High Value	Protect
High Quality, Medium Value	Protect; Enhance value
High Quality, Low Value	Enhance Value; change use
Medium Quality, High Value	Improve (Medium Priority)
Medium Quality, Medium Value	Improve (Medium Priority)
Medium Quality, Low Value	Improve (Low Priority); Enhance value
Low Quality, High Value	Improve (High Priority)
Low Quality, Medium Value	Improve (High Priority)
Low Quality, Low Value	Disposal, Change Use

Quality v Value Classification		Abbey Stadium	Arrow Vale Community School	Birchfield Road Playing Fields	Church Hill Middle School	Copice Meadow	Feckenham	Greenlands	HDA Social Club	Headless Cross Bowling Green	Kingsley High School	Morton Stanley Park	Old Forge	Pathways	Redditch Cricket, Hockey & Rugby Cl	Ridgeway School	St Augustines High School	Trinity High School	Washford Drive	Woodfield Middle School	Feckenham Cricket Club	Astwood Bank Cricket Club	Icknield St Drive				
Quality	Quality rating: Pitches (Average)	Excellent	0						0						0												
		Good	0	x	x				x	8			x	x	x	x			x	x		x	x	x			
		Average	0			x	x	x	x	0	x					0		x			x						
		Below Average	0							0		x				0											
		Poor	0							0						0											
	Quality rating: Ancillary Facilities	Excellent	0							0						0									x		
		Good	0	x	x					0			x	x		0	x		x	x				x			
		Average	0						x	5					x	0											
		Below Average	0			x				0	x	x				0											
		Very Poor	0				x	x	x	0					x	0					x	x					
	<i>16-20 = high / 10-15 = medium / <10 = low</i>	Site Quality Score	0	16	16	5	5	5	5	13	0	7.5	5	16	16	13	8	0	16	7.5	16	16	5	8	10.5	16	10
Value	Is the site a multi-pitch site?	Yes	0	x	x	x	x	x	5	x	x	x	x	x	5	x	x	x	x	x	x	x	x	x			
	No	0					x	x	0		x				0									x			
	Is the site used for more than one sport?	Yes	0	x	x		x	x	5	x		x			0	x	x	x	x	x				x			
	No	0			x		x	x	0		x		x	x	0						x			x			
	Is the site well used (i.e little capacity left)?	Yes	0	x	x		x	x	5	x	x	x	x	x	5	x	x	x	x	x				x	x		
	No	0			x	x	x	x	0						0						x				x		
	Is there a deficiency within the locally assessed area?	Yes	0						0						0												
No	0	x	x	x	x	x	x	0	x	x	x	x	x	0	x	x	x	x	x				x	x			
	<i>15-20 = high / 10-14 = medium / <10 = low</i>	Site Value Score	0	15	15	5	10	0	5	15	0	15	5	15	10	10	10	0	15	15	15	15	10	10	5	5	0
SITE SCORE	Total Site Score	0	31	31	10	15	5	10	28	0	22.5	10	31	26	23	18	0	31	22.5	31	31	15	18	15.5	21	10	

URS

Scott
Wilson



strategic leisure

3rd Floor
Rutherford House
Warrington Road
Birchwood science Park
Warrington
WA3 6ZH

Tel: 01925 855 550
Fax: 01925 858 769

E-mail: info@strategicleisure.co.uk
Web: www.strategicleisure.co.uk